

## Have A Question For Us?

We love to hear from all our good friends and clients who enjoy reading our monthly newsletter. If you have a question related to off-site document storage, shredding, media vaulting, or document imaging, please feel free to give us a call or send us an email.

**(888) 893-6054 or [info@pacific-records.com](mailto:info@pacific-records.com)**

## By the Numbers: Grandparents

- There are over 56 million grandparents in the United States.
- About 80 percent of grandparents in the U.S. had either visited or spoken with their grandchildren by phone in the past month.
- First-time grandparents spend, on average, over \$1,800 on every new grandchild during the first year. Seasoned grandparents spend, on average, \$1,500.
- There are over 6.5 million grandchildren aged 18 or younger living with their grandparents.
- By 2025, one in four Americans will be a grandparent.

## Head of the Class

A new teacher was trying to make use of her psychology courses. She started her class by saying, "Everyone who thinks you're stupid, stand up!" After a few seconds, Little Johnny stood up.

The teacher said, "Do you think you're stupid, Little Johnny?"  
"No, ma'am, but I hate to see you standing there all by yourself!"

## What's Inside This Month?

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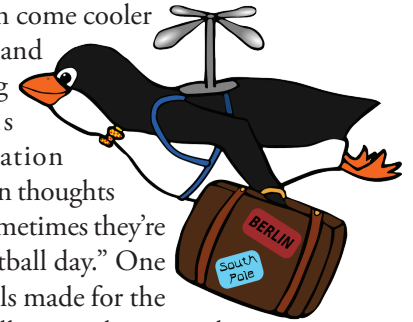
*How to Leave Us a Google Review*

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*September Offers!*

## Thoughts from Richard Steed

With the changing season come cooler air, the scent of harvests, and the promise of upcoming months of gorgeous weather. This combination never fails to trigger certain thoughts and sensations for me. Sometimes they're vague notions like a "football day." One of those days that just feels made for the game. You can feel it, smell it, even hear it in the air. And if you like hot dogs, well, then you can taste it, too.



Sometimes the thoughts are passing thrills, as upon hearing the sound of birds overhead. Where are they going? South, yes. But where exactly?

Other triggered thoughts are more philosophical. Is it more literary to say "autumn" rather than "fall?" Somehow it seems so. Or, perhaps a more whimsical philosophical pondering: With all the focus on "back to school," I wonder if families ever take a "beginning of the school year" photo of the teacher standing in front of a bush with his or her lunch bag?

Football day, migrating birds, ponderings on the family lives of teachers . . . seemingly unrelated thoughts that somehow make sense together for no other reason than the feel of a certain time of year.

We don't have to understand why this is so. I've never understood the whole chlorophyll-sun-ray-thingy about why leaves change color. I've read the scientific explanations from time to time, but to me it still seems to have something to do with cooler air.

At some point this fall (or "autumn" for you literary folk) I will stop wearing shorts without even realizing I have done so. I will come to work a little different each day, unaware of my subtle adaptations to the changing season, and remain filled with a sense of accomplishment knowing that as time marches on I am privileged to have been named the protector of your business' most valuable information assets, preserving their integrity in the changing the seasons of nature, as well as the evolving climate of privacy and information management laws.

I thank you for that privilege, and wish you a happy September!

*Richard*

# Shred 6 Drives for the Price of 5!

One (1) Hard Drive shredded FREE for every five (5) you bring in during the month of September!

## *The Professional*

### *Paper Shredding Process*

If you're used to shredding documents with an office paper shredder, you know how time-consuming and frustrating it can be. Staples and paper clips have to be removed from files, and often you stand over the shredder for several minutes separating documents into very thin stacks of paper—only 2 or 3 sheets thick—to avoid jamming the machine. Nonetheless, paper jams seem to be the norm. It's enough to make you throw up your hands in defeat. Professional paper shredding offers a more efficient, secure, and less-stressful solution for destroying your paper documents.

Locked security consoles are brought to your business, offering easy disposal of documents without the headache of removing staples and paperclips. Security consoles come in a variety of sizes and styles to fit your office environment and document disposal needs. On a scheduled or as-needed basis, a uniformed, background-checked and fully-insured shredding technician collects the documents from your containers. Your confidential documents are either transported in a secure vehicle to a shredding plant for destruction or destroyed on-site with a mobile shredding vehicle. Both options use a strict chain of custody to protect your information at all times. After your documents are destroyed, you are given a Certificate of Destruction documenting the time, day and method of destruction.

The process doesn't end there. After destruction, shredded paper from multiple sources is mixed together, baled, and transported to a trusted recycling facility where it is pulped and used to produce a variety of consumer and business paper products.

### *Happy Birthday, Dear Ice Cream Cone!*

September 22nd is widely accepted as the official anniversary of the invention of the ice cream cone.

The ice cream cone is believed to have been invented by Italo Marchiony, an Italian immigrant, who was granted a patent in 1903 for a mold that could make waffle cups. He claimed to have been making them since September 22, 1886, and selling them from a cart on Wall Street in New York City.

Other reports say that the Menches Brothers first served ice cream in edible cones at the 1904 World's Fair in St. Louis, Missouri. Still others say that the true inventor was E. A. Hamwi, a Syrian immigrant pastry maker who was also at that World's Fair. When he saw that the ice cream vendors had run out of bowls, he fashioned his waffles into a cone shape and sold them to the vendors to use. There are, in fact, many others that claim that they were the first to invent the ice cream cone.

Regardless of who invented this convenient container, be sure to enjoy a scoop or two this September 22nd, in honor of the ice cream cone itself.



## *September Holidays and Events*

### **Daily Observances**

- 1 National No Rhyme Nor Reason Day
- 4 International Drive Your Studebaker Day
- 4 Newspaper Carrier Day
- 5 Be Late for Something Day
- 5 Labor Day
- 6 Fight Procrastination Day**
- 8 Pediatric Hematology/Oncology Nurses Day
- 8 International Literacy Day
- 9 Wonderful Weirdos Day
- 10 Swap Ideas Day
- 11 National Grandparents' Day
- 11 National Hug Your Hound Day
- 11 Patriot Day
- 12 National Boss/Employee Exchange Day
- 12 Video Games Day
- 13 National Celiac Awareness Day
- 15 International Day of Democracy
- 16 Constitution Day
- 16 National POW/MIA Recognition Day
- 16 Intl. Day for the Preservation of the Ozone Layer
- 17 Citizenship Day
- 17 International Eat an Apple Day
- 18 Hug a Greeting Card Writer Day
- 19 International Talk Like a Pirate Day
- 19 National Woman Road Warrior Day
- 21 International Day of Peace
- 22 American Business Women's Day
- 22 Autumnal Equinox
- 22 Dear Diary Day
- 22 Elephant Appreciation Day
- 22 Hobbit Day
- 22 National Centenarian's Day
- 23 Hug a Vegetarian Day
- 23 Love Note Day
- 24 Responsible Dog Ownership Day
- 23 Family Health and Fitness Day
- 24 National Hunting and Fishing Day
- 24 National Public Lands Day
- 24 National Punctuation Day
- 25 Gold Star Mother's Day
- 25 One Hit Wonder Day
- 26 World Maritime Day
- 27 Ancestor Appreciation Day
- 27 World Tourism Day
- 28 National Women's Health and Fitness Day

### **Weekly Observances**

- 1-7 Self-University Week
- 1-10 International Enthusiasm Week
- 4-10 National Suicide Prevention Week

## PacBlog The Top 10 Benefits of Document Scanning

PacBlog is the monthly web log of Pacific Records Storage  
To read this month's installment, please click the title below.

<http://pacific-records.com/5-good-reasons-destroy-old-hard-drives-backup-tapes>

You may also access the PacBlog at the URL below. There you will find this month's installment along with archives of previous installments.

<http://pacific-records.com/category/pacnews>

## SEPTEMBER SERVICE AWARDS

*Celebrating Pacific Employee Anniversaries*

**5 YEARS**

Cheng Her

**8 YEARS**

David Meza

**19 YEARS**

Kevin Fenster

## Do You Want To Win A \$25 VISA Gift Card?



Each month we'll give you a new challenge of some type. All those who reply with a correct answer are eligible to win. At the end of the month we'll draw a lucky name.

Here is this month's challenge:

What kind of apple has a short temper?

**"It's Raining 1s and 0s."**

Last month's Winner:

**LISA LAWRIE**

**LAW OFFICES OF HARRISON, TEMBLADOR,  
HUNGERFORD & JOHNSON**

Email your answer to [info@pacific-records.com](mailto:info@pacific-records.com)

*"I think everyone should go to college and get a degree and then spend six months as a bartender and six months as a cabdriver. Then they would really be educated."*

— Al McGuire

## Quick Tips: Green Living

### How to Measure Your Carbon Footprint?



Perhaps not surprisingly, the U.S. has one of the largest carbon footprints in the world, ranking #2 in total emissions per capita. Since this much larger footprint is made up of many smaller individual footprints, it's important to understand your contribution and responsibility to the greater whole. Individually, the average American produces 9.44 tons of carbon dioxide on their own each year!

Did this surprise you? The following link will help you to calculate the size of the carbon footprint of your household:

[http://www.epa.gov/climatechange/emissions/ind\\_calculator.html](http://www.epa.gov/climatechange/emissions/ind_calculator.html)

### ESSENTIALS OF RISK MANAGEMENT:

1. DON'T DO ANYTHING WRONG TODAY.
2. DON'T DO ANYTHING WRONG TOMORROW.
3. REPEAT.



## 3 months FREE secure Destruction service

Get 3 months of free Secure Destruction service when you sign up for a new Secure Destruction account with a one-year agreement. Just mention this coupon! Email [info@pacific-records.com](mailto:info@pacific-records.com) for more information.

# How to Leave Us a Google Review

Thank you for being a client of Pacific Records Management!

As the online world grows and expands, one thing we rely on for business is client reviews. These reviews help us to achieve better ranking in search engines. Would you be willing to review our company? We've provided the links below with easy instructions to submit your review.

Thanks in advance for taking the time to help us! We appreciate your business and it is a pleasure to serve you.

## How to Review Us on Google

Please go to the appropriate link below for your service area:

Sacramento: <https://plus.google.com/+PacificRecordsManagementSacramento/about?hl=en&review=1>

Modesto: <https://plus.google.com/+PacificRecordsManagementModesto/about?hl=en&review=1>

Stockton: <https://plus.google.com/+PacificRecordsManagementStockton/about?hl=en&review=1>

Fresno: <https://plus.google.com/+PacificRecordsManagementFresno/about?hl=en&review=1>



Next, sign in to Google+, and click the gray "Write a Review" button found just under our address.

You will be directed to a login screen for Google. If you are logged into your Google account, you will see a review window, and your review will be posted using your Google ID. If you do not have a Google account, click on the red "Create Account" button link at the top right to get your free Google account.

In the Review section, choose the rating that best represents your opinion of our company and the service we provide. Then in the open box area, please add a description to support your rating. Be sure to click the blue "Publish" button when you are finished.

## Getting It All Done

Do you find yourself constantly putting things off? You are not alone! September 6th is Fight Procrastination Day. Everyone suffers from procrastination at one time or another. For some, it is an ongoing battle. There are ways, however, to jump-start your to do list.

### Break large tasks down into smaller ones.

Organizing your kitchen cabinets can seem like a huge job. But organizing just your silverware drawer seems much more manageable. For every big job, make a list of all the parts that need to be done and tackle them one by one. Pretty soon, your big job will be completed without feeling so big.

### Know your weaknesses.

Take a moment to think about your worst source of procrastination. Is it doing the laundry, making sales calls, planning for dinner? Make this job your number one priority of the day. By accomplishing this task first, you'll free yourself up to move forward without it hanging over your head.

### Do you have 15 minutes to spare?

Even in the busiest schedule, most people can find 15 minutes a day. Budget this short time to tackling a project that you've really wanted to get done, but never seem to get to. It seems like a short time, but it is amazing what can be accomplished in this short time. You may find that you spend even longer working on your project once you get started.

### Reward yourself for a job well done.

Plan something nice for yourself—a movie, a special meal, a weekend away—but only do this if the project you've been putting off gets done. Share your goals with someone close to you and you will get encouragement along the way.

### Cure the problem.

Recognize that while procrastination may be caused by simple laziness or boredom, often it's a sense of fear that keeps us from getting started. You may also feel overwhelmed or stressed in general. Take some time to examine whether eliminating some other tasks might help you feel less pressured. If it's fear that's stopping you, working through that anxiety first will help you prepare to get the job done. Consider whether those smaller jobs that seem to be standing in the way really need to be done first. You may find that, while they're things you'd like to get done, they don't really need to be done now. Giving yourself a break by not worrying about the small stuff may be the best way to get motivated for the big job. Then you can do the smaller projects for fun later on—without that big job looming over your head!

*"The difference between school and life? In school, you're taught a lesson and then given a test. In life, you're given a test that teaches you a lesson."* — Tom Bodett

NEWS You Can Use is a free monthly newsletter from your friends at  
Stockton (209) 320-7771 • Sacramento (916) 649-7360 • Fresno (559) 475-7892  
Modesto (209) 343-4630 • Napa/Solano County (888) 893-6054

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