

## *Processes and Tools for Decreasing Data Theft*

Data theft is an increasing problem for businesses of all sizes and types. For every highly publicized privacy breach and large-scale identity theft, there are countless instances of stolen information that go unreported but have equally devastating consequences for the organizations affected, including:

- loss of customer confidence
- civil suits
- permanent damage to brand and business reputation

Preventing business data from being compromised means having well-thought-out processes combined with the right tools to ensure ongoing privacy for all of your business information.

Lengthy retention requirements can increase privacy exposure risks for your documents. Where and how you store your records can make a big difference. Business records should be stored in an area with continuous security as well as controlled and monitored access in order to prevent theft or unauthorized access.

It is not uncommon for records to sit visible and exposed on desktops or in workstations for days before they are destroyed. You may even have a designated file room of which a large portion is filled with expired documents. Any documents that have expired or are no longer needed should be disposed of in a timely and secure manner

Finally, it's important to have a verifiable chain of custody for both paper records and any media containing electronic data. At any given moment you should be able to tell where your information is, who currently has your data, and when that data was requested or accessed. Not only will this information help your business remain compliant with information and privacy protection laws, it can become invaluable in the event of an audit.

### **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)**

## *Thoughts from Richard Steed*

June is the month of Father's Day so that's what's been on my mind. I wonder how much of his fatherhood a man carries into other aspects of his life? I know I changed immediately when I became a father. I even began changing just knowing I was about to be one. It's not something I tried to do, it just happened. I became more attentive to my wife, and to the neighborhood children. There was no question of whether I wanted to be there when my child was born. Some sort of inner feeling just took over. As my child grew I developed a new perspective and deeper understanding toward my own parents.

Not only did I change in relation to my immediate family, this new fatherly attitude seemed to spread out across the entire spectrum of my life—in my interactions with people, however seemingly insignificant, on a daily basis. I started holding the door for people more often . . .

I have also carried fatherhood into my work life. As my own business grew, and I grew to love it more, I began to see the father-child relationship play out there, too, as I nurtured and watched my business grow. Since my business grows only because of customers like you, it's my hope that I've also carried a fatherly love not only to my very first customers, but also to most recent ones. Here are some parallels I came up with.

- A father helps clean and organize. I hope to do that by allowing you to take your records offsite.
- A father gets things for you when you need them. Kind of like how we retrieve your files for you 24/7 isn't it?
- A father watches over things and helps you plan for the future. Hmmm . . . can you say "Disaster Recovery?"
- A father makes sure siblings get along and the best way to do this is by maintaining security of the home. Kids get along better when they feel secure. We protect your records, giving you security so your office and operations can not only get along, but thrive!

Of course you're a father, too, to all of your customers. But since it's Father's Day, just lay back in your hammock this June and allow us to serve you!

*Richard*

### **What's Inside This Month?**

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- How to Live Like a Millionaire*
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# **Get 5 FREE Storage Cartons!**

**Buy 25 or more Pacific Records Management cartons and get 5 free anytime in June with mention of this coupon!**

## How to Live Like a Millionaire

Did you know that winning the lottery is not the best way to become a millionaire? In fact, more than 90 percent of lottery winners burn through their money within ten years, with some using up their cash within weeks or months. The true secret is that millionaires don't rely on a quick buck. There are some consistent patterns that millionaires live by that you can imitate on your own road to richness.



### Saving and Investing, Not Earning

Millionaires tend to see their money differently than many folks. They perceive their money as a tool for saving and investing, not just as income to spend. They may, for example, live in a smaller home than they could actually afford, in order to have remaining income to invest. In fact, most people would be surprised to learn that many people who have amassed large investment portfolios live rather simply.

### Keeping Their Eyes on the Goal

These millionaires tend to be very focused on their goal of financial success and persevere throughout their lifetimes. They tend to work out short- and long-term plans, including writing down their goals and the methods they intend to use to get there. They are also willing to make sacrifices for the long term.

### Willing to Take Risks

Millionaires also realize that they need to take some calculated risks in order to maximize their investment earning potential. They understand that they will not become rich by storing their saved cash under their mattresses. Rather, they spend the time necessary to learn to invest in the smartest way possible.

### Sharing the Wealth

Although donating some of their fortune can offer tax benefits, most millionaires are generous with their money regardless. Giving away some of your treasure often leads to more creative thinking and is a motivation to earn more and make your money work harder.

So, can you become a millionaire? There are currently 9.63 million households in the United States with a net worth of over \$1 million. The vast majority of those are people who have slowly amassed their fortune over their lifetime. So, while you may buy a lottery ticket from time to time, remember that you can create your own winnings if you are focused, have a plan, and use your money wisely.

## June Holidays and Events

- 1 Say Something Nice Day
- 1-7 National Business Etiquette Week
- 2 National Leave the Office Earlier Day
- 4 International Day of Innocent Children
- 5 World Environment Day
- 6 National Yo-Yo Day
- 7 National Trails Day
- 7-14 International Clothesline Week
- 8-14 National Flag Week
- 8 World Oceans Day
- 12 National Nursing Assistants Day
- 12-19 National Nursing Assistants Week
- 13 Work at Home Fathers Day
- 13-20 National Hermit Week
- 14 Flag Day
- 15 Father's Day
- 16-22 Meet a Mate Week
- 17 World Day to Combat Desertification and Drought
- 18 International Sushi Day
- 19 World Sauntering Day
- 20 World Refugee Day
- 21 First Day of Summer
- 21 World Music Day
- 22 Stupid Guy Thing Day
- 22-28 Carpenter Ant Awareness Week
- 23 Let It Go Day
- 23 Public Service Day
- 23-29 National Insect Week
- 24 National Columnists Day
- 26 International Day Against Drug Abuse
- 27 Decide to Be Married Day
- 29 Log Cabin Day

### June is Also . . .

- Adopt a Shelter Cat Month
- African-American Music Appreciation Month
- Audiobook Appreciation month
- Cancer from the Sun Month
- Cataract Awareness Month
- Child Vision Awareness Month
- Children's Awareness Month
- Dairy Alternatives Month
- Effective Communications Month
- Entrepreneurs "Do It Yourself" Marketing Month
- Georgia Blueberry Month
- Great Outdoors Month
- International Childhood Cancer Awareness Month
- International Men's Month
- International Surf Music Month
- June Dairy Month
- Men's Health Education and Awareness Month

## PacBlog

### ***Do You Really Have Control Over Your Corporate Data?***

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/really-control-corporate-data>

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>

### ***Haircut Idea***

A man with a small boy entered a barbershop and asked for a haircut. When the barber had finished with him, the man said, "I'm going down the street for a beer. Please cut the kid's hair."

The barber cut the boy's hair, then waited for the man to return. Finally, he turned to the kid and asked, "Where the dickens did your father go?"

"Oh," said the boy, "he's not my father. He's the guy who stopped me in the street and asked if I'd like a free haircut."



### ***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 has 3 feet but still can't walk?

Last Month's Answer to: *Grass is. Lawn isn't. Message is. Letter isn't. Guessing is. Cheating isn't.*

**A Word with Consecutive S's**  
Last month's Winner:

**SHERYL PEREDA**

**BARTH DALY, LLP**

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

## **JUNE SERVICE AWARDS**

*Celebrating Pacific Employee Anniversaries*

**12 YEARS**

Carmen Rutz:

**10 YEARS**

Bernie Hamby

**10 YEARS**

Gurmit Singh

**3 YEARS**

Dallin Woodruff

### ***Quick Tips: Green Living***

If you want to cut your energy use, consider switching from a desktop computer to a laptop. Laptop computers use almost three-quarters less electricity than a desktop model. To save more, power down your computer each night instead of letting it run.



## **3 months FREE secure Destruction service**

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# Are We There Yet?

If you are planning a road trip this summer, you are probably searching for ideas to help pass the time for your kids. Take these activities and ideas along with those swimsuits and shorts.

## Travel Games

Most board games come in travel sizes. You might check the thrift stores in your area. You can find everything from Monopoly Junior to Memory games and even an electronic Wheel of Fortune.

## Find It Games

Before you go, write the letters of the alphabet on index cards. During your trip, deal them out to everyone. Search for words starting with those letters on billboards or by identifying things out the window starting with those letters. The first one to go through all his cards is the winner.

## License Plates Games

Start by joining together to name all the states in the U.S. This can be harder than it seems! Keep this list handy and every time a license plate from that state is spotted, mark it off. Try to complete your list before your trip is over. Finding Alaska and Hawaii will be extra special.

## Category Games

Pick a category. For example, you might choose cities, presidents, flowers, sports, or movie stars. Each player has ten seconds to name something that fits into that category. Continue playing until only one player is left. That person picks the category for the next round.

## Never Ending Story

The first person begins this game by saying, "Once upon a time. . ." and then adding a sentence. The next person continues the story by adding a sentence or two. This can continue as long as you like.

***"The pessimist sees difficulty in every opportunity. The optimist sees the opportunity in every difficulty."***

*– Winston Churchill*

## By the Numbers: Recycling

- Americans use over 80 billion aluminum cans each year. There is no limit to the number of times each one can be recycled.
- The average American uses seven trees a year in paper, wood, and other products made from trees.
- In the U.S., 25 billion Styrofoam coffee cups are thrown away every year.
- The energy saved from recycling one glass bottle, rather than manufacturing it from raw materials, can run a 100-watt light bulb for four hours or a compact fluorescent bulb for 20 hours.
- Packing represents about 65 percent of household trash and makes up about one-third of an average dump.



## Play Ball . . . And Let's Eat!

You can find all sorts of food at ballparks these days, but the old standards still reign. Take a look at what Aramark, the concession provider for the Philadelphia Phillies, served on opening day at Citi Field in New York City.

15,200 Hot Dogs  
5,000 Sausage and Pepper Sandwiches  
4,000 Soft Pretzels  
2,000 Orders of Chicken Tenders  
1,500 Hamburgers  
1,200 Slices of Pizza  
650 Orders of Nachos  
5,000 Bottles of Water  
2,200 Gallons of Soda

In addition, new offerings at the ball park include garlic knot meatball sliders, a vegetarian grilled vegetable and mozzarella hero, and Mexican spicy corn on the cob.

*Source: The National Recycling Coalition*

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