

## Thoughts from Richard Steed



The year is winding down and we are pumped up! This tenth month in the calendar scores a perfect ten on the cool scale (and not just because it often includes pumpkins, costumes, and mini and maxi candy bars). Being in the data security and storage business is cool, too.

We are right on the cutting edge of the latest technological breakthroughs and we are your go-to source to protect your precious information efficiently and reliably. Yes, we admit that we not only appreciate being here, we actually like our jobs!

We'd be tickled to welcome all who are reading this newsletter into our fold. It's a darn secure place to be. Don't knock the service, expertise and security we can offer until you try it (and you won't knock it at all, we promise)! We offer a warm peace of mind to your day that we believe is just about priceless.

We can help you shred your data worries with our solid, proven expertise and extreme attention to detail. As that last sentence dictates, data security and storage is serious business but it doesn't mean that we are completely lacking in humor, nor corny puns, when need be. Candy-corny puns. See?

We sense that these coming months of fall are going to be terrific. This is the season of renewed vim and vigor after all, and we're going to take all that extra excitement and pile it high as brilliant-hued leaves right back into servicing you and providing top-of-the-line document management services.

Enjoy your October in and out of the office.

Life's sweet!

*Richard*

## Meet the Team

### Happy 25<sup>th</sup> to Shelly Haynes



Shelly Haynes has been a stalwart fixture in Sacramento for *25 years*. Her dedication in answering the phones, processing every request, and assisting our customers has been a strength for Sacramento. On the rare occasion Shelly doesn't answer the phone, the usual initial response is "Where is Shelly?"

Shelly was born in Deluth, Minnesota, but moved to Rancho Cordova with her family when she was 3 years old. She graduated from Cordova High and in fact, her mother still lives in her childhood home.

Shelly and her husband Bob are the proud parents of 2 adult daughters and 5 grandchildren all of which reside close to her. They are the love of her life. When she isn't working, you will find Shelly with her daughters and or grandkids going to the park, her mother's house or running errands.

Shelly is also an avid Dallas Cowboy fan!! She is often teased in the office about this but stands strong in defense of her team. Shelly enjoys cooking and entertaining her family and friends. She is also an avid reader.

Shelly has seen her share of grown in Pacific's presence in Sacramento. She recalls the day when we had 6 deliveries which now average about 70-85 in a day. In fact, the overall inventory has grown more than 660,000 cubic feet since she has started working.

Linda Angelo from Downy Brand, has said of Shelly: "she has become a trusted friend with her professional attitude and willingness to handle each request from storage with such a sense of pride and confidence".

Richard Steed, of Pacific Records Management said Shelly is a very valuable member of the Sacramento team. She is very customer focused, is extremely reliable and very dedicated.

## What's Inside This Month?

*Thoughts from Richard Steed*

Happy 25th, Shelly Haynes!

What is Punkin' Chunkin' ?

**Win a \$25 VISA gift card!**

By the Numbers: Pumpkins!

Putting Down Some Roots

**OCTOBER SPECIALS!**

# Get 5 FREE Storage Cartons!

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

## So, What is Punkin' Chunkin'?



Pumpkin Chucking, or for rhyming purposes Pumpkin Chunking (also called Punkin' Chunkin', Pumpkin Chunkin', and Punkin Chuckin') is the sport of hurling or 'chucking' a pumpkin by mechanical means for distance. The devices used include

slingshots, catapults, centrifugals, trebuchets, and pneumatic air cannons.

A pneumatic air cannon holds the current world record by firing a pumpkin 5,545.43 feet (1,690.247 meters).[1] The world record shot took place September 9, 2010 in Moab, Utah. The shot received certification from Guinness World Records in early January, 2011.[2] Pumpkin chunking competitions, formal and informal, exist throughout the United States in the autumn, and often occur when pumpkins are harvested.[3] World Championship Punkin Chunkin, held in Delaware, is the oldest and largest annual competition. The event began in 1986 and featured over 100 teams in 2010. A European Championship is held in Bikschote, Belgium, and has been held there each year since 2004.

The range achieved by devices greatly depends on their mass, shape, and size; the yield limits, stiffness, pitch, and elevation of the hurler; and the weather. The pumpkin is another important variable since sabots are often prohibited in competitions. The most common pumpkin varieties used are Caspers, Luminas, and La Estrellas - these varieties typically have thicker rinds and can better withstand the forces of launch. A usual rule is that the pumpkin must remain whole after leaving the device for the chunk to count. Pumpkins that burst after leaving the barrel or sling are referred to as "pie" (short for "pumpkin pie in the sky").

### Quick Tips: Money Tip



While long-term-care insurance is a smart purchase, you may be able to hold off for a while before getting it. A 65-year old usually will pay only about \$130 more per year than someone who buys a policy at age 55. That is ten years of paying for a product that you most likely will not use until your 80s if at

all. The best time to buy long-term-care insurance is between 60 and 65. Of course, if you have any chronic health issues, you may need to lock in a reasonable rate sooner. But for anyone in good health, it can make financial sense to hold off a few years.

## October Events

- 1 Child Health Day
- 2 International Day of Nonviolence
- 5 World Teachers Day
- 6 National German-American Day
- 7 Intergeneration Day
- 8 Columbus Day
- 9 National Face Your Fears Day
- 10 World Mental Health Day
- 13 Universal Music Day
- 14 Be Bald and Be Free Day
- 15 White Cane Safety Day
- 16 Dictionary Day
- 17 International Day for the Eradication of Poverty
- 18 Get Smart About Credit Day
- 19 National Mammography Day
- 20 Fall Astronomy Day
- 22 International Stuttering Awareness Day
- 23 National Mole Day
- 24 United Nations Day
- 26 Mule Day
- 26 National Pharmacy Buyer Day
- 27 Cranky Coworkers Day
- 27 Make a Difference Day
- 27 National Forgiveness Day
- 28 Mother-in-Law Day
- 29 National Cat Day
- 30 Create a Great Funeral Day
- 31 Halloween



### October is also . . .

- Organize Your Medical Information Month
- National Cyber Security Awareness Month
- National Work and Family Month
- National Crime Prevention Month
- German-American Heritage Month
- Antidepressant Death Awareness Month
- Celiac Disease Awareness Month
- Children's Magazine Month
- Church Library Month
- Co-op Awareness Month

### 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: Pumpkins

- There are over 47,000 acres of pumpkins harvested in the United States each year.
- Eighty percent of the pumpkin supply in the United States is available in October.
- Over 90 percent of the processed pumpkins in the U.S. are grown in Illinois.
- The world record for “Punkin Chuckin” is 5,545.43 feet, set in 2010.
- During the week of Thanksgiving, Costco sells more than 1.5 million pies. Over one million of those are pumpkin pies.

**Sources:** U.S. Department of Agriculture, Punkin Chunkin Association, Costco

### Please Visit Our New Website & NEW CLIENT GUARANTEE

Looking for a good reason to visit our website? We'll give you two. One, we've recently upgraded and expanded our site with lots of new, fresh, helpful information. And two, there you can read about our New Client Guarantee!

## 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 is depicted below?



**Last Month's Answer to:** Find the “99% of You Know this Man” photo in this newsletter. Know who he is?

ALFRED HITCHCOCK

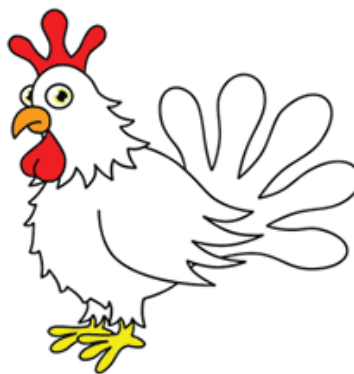
Last month's Winner:

**JACKIE GALL**

**BICKMORE RISK SERVICES**

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

## Repurposed Pumpkin Patch



Steve left his big city investment firm to start a new life in the country. He bought a farm with a pumpkin patch growing next to the old farm house. He decided he knew what was best for that little plot of land and decided to go into the chicken business. He went to a nearby poultry

farm and bought 50 chickens.

“That sure is a lot of chickens for that little bit of land,” remarked the poultry farmer.

“Don't worry. I am used to big business. I've done it all my life. I'll do fine,” replied Steve.

A week later, Steve returned to the poultry farm.

“I need another 50 chickens,” he said to the chicken farmer.

“Wow, you sure are serious about this chicken raising,” commented the farmer.

“Well, yeah, I just need to iron out a few problems with these new chickens,” Steve replied.

“Problems?” asked the farmer.

“Uh huh,” answered Steve. “I'm pretty sure I planted the first batch too close together.”

*I would rather sit on a pumpkin, and have it all to myself, than be crowded on a velvet cushion.*

– Henry David Thoreau



# 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.

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# Vacationing for Your Health

A vacation can do more than just get you away for some fun and relaxation. It can actually extend your life. Researchers have found that men who do not take at least one week-long vacation per year increased their risk of dying from heart disease by 30 percent. There was also an increased risk of stress-related high blood-pressure, obesity, and type 2 diabetes.

It is not just getting away that helps to keep you healthy. Studies have shown that people sleep about one extra hour per day while on vacation away from home. They also get three times more deep sleep. There are also benefits to being removed from the stresses of daily life. In fact, it is not just the time away that gives you a health benefit. It is the planning too. Dutch researchers found that the best benefits to mood come in the eight weeks before a vacation.

It does take some effort to get the most out of your vacation. Try not to pack too much into each day and plan for some down time. You should also pay attention to your diet and avoid overindulging. Finally, stash your electronics. Plan to only check for messages, emails, or texts at certain designated times and leave these devices off otherwise. This way you can truly unplug and get the most out of your well-needed vacation time.

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## *Etched In Stone?*

Two young men were walking home from a Halloween party when they decided to take a shortcut through a cemetery. They were startled by a tap-tap-tapping noise coming from behind some headstones. They began shaking with fear and were ready to run when they saw an old man with a hammer and chisel

stand up. The old man continued to chip away at one of the headstones.

“Holy cow, mister!” one of the men exclaimed. “You scared us half to death—we thought you were a ghost! Why are you working here so late at night?”

“Confounded fools!” grumbled the old man. “They spelled my name wrong!”

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## *Putting Down Some Roots*

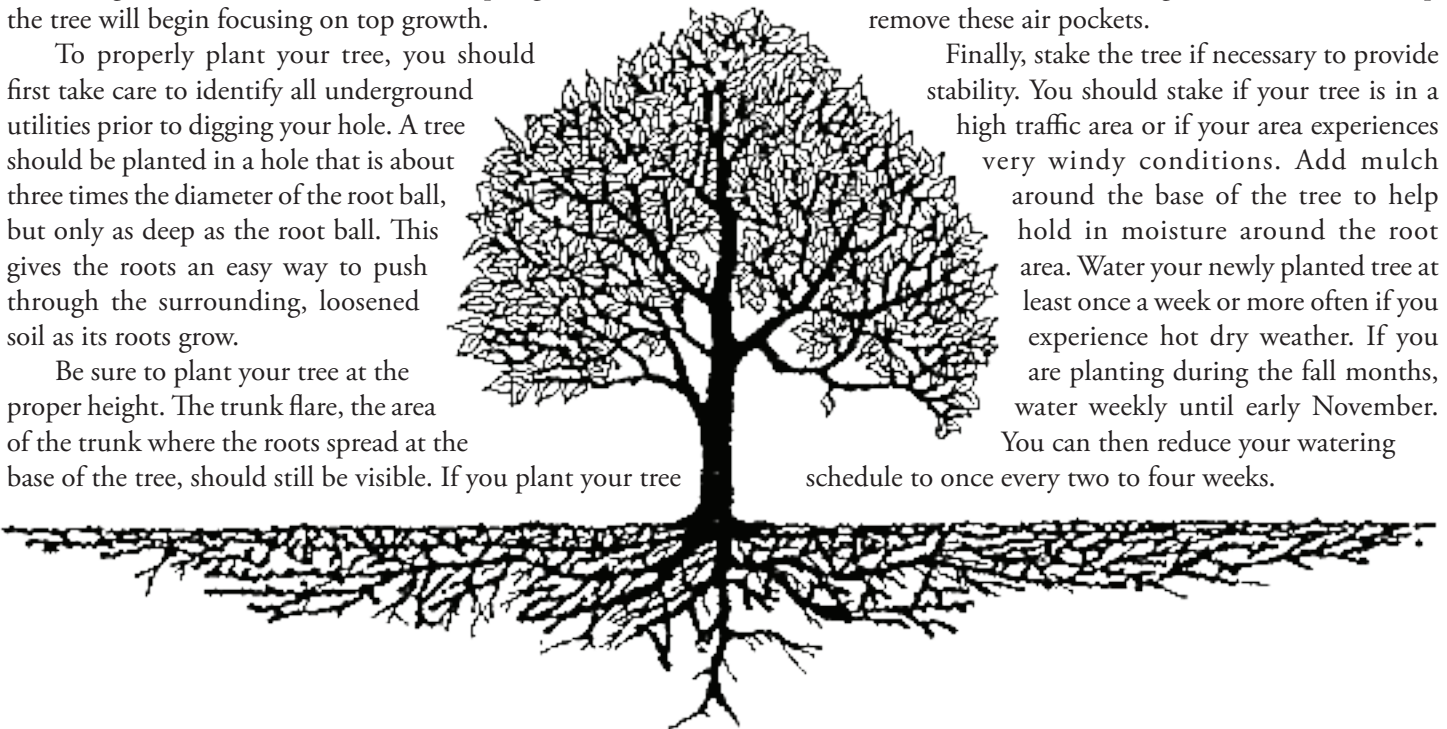
**W**hile you may think of the growing season as lasting from spring to the end of summer, the fall months are actually a great time for tree planting. The cooler weather gives newly planted trees a chance to establish roots during the dormant season before the next growing season begins. Once warmer weather and spring rains start, the tree will begin focusing on top growth.

To properly plant your tree, you should first take care to identify all underground utilities prior to digging your hole. A tree should be planted in a hole that is about three times the diameter of the root ball, but only as deep as the root ball. This gives the roots an easy way to push through the surrounding, loosened soil as its roots grow.

Be sure to plant your tree at the proper height. The trunk flare, the area of the trunk where the roots spread at the base of the tree, should still be visible. If you plant your tree

too deeply, the roots may have trouble getting enough oxygen for proper development. You can plant your tree about two to three inches above the trunk flare. This will allow for settling. Fill the hole gently but firmly. The soil should not be compacted down, but you do want to eliminate air pockets around the roots. You can alternate adding soil and water to help remove these air pockets.

Finally, stake the tree if necessary to provide stability. You should stake if your tree is in a high traffic area or if your area experiences very windy conditions. Add mulch around the base of the tree to help hold in moisture around the root area. Water your newly planted tree at least once a week or more often if you experience hot dry weather. If you are planting during the fall months, water weekly until early November. You can then reduce your watering schedule to once every two to four weeks.



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