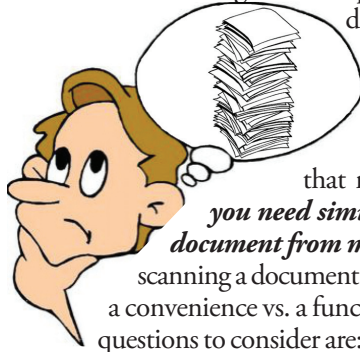


## Things to Consider Before Scanning Your Business Records

Is document scanning the best option? There is no denying that document imaging provides a convenient alternative to paper documents. However, have you considered all the costs?



Often the first question that needs to be considered is: **Do you need simultaneous viewing of the same document from multiple locations?** If not, then scanning a document often facilitates ease of reference; a convenience vs. a functional need. Another couple of questions to consider are: How long do you need to keep the document, and how frequent will you access it? Typically, the cost to store a box of documents offsite is about \$4.00 per year. The cost to scan this same box of documents can range between \$125-\$200 or more depending on the type of documents.

Have you designated who will be the point person to facilitate your scanning project? Do they have the skill set to ensure each and every document is scanned properly, indexed and viewable? Could their time be better spent within your organization?

How are you going to organize your electronic information? This needs to be considered before your scanning project begins. It will be necessary to designate a classification strategy and index fields in order to locate electronic data. Similarly, you will have to consider the search capabilities of information contained within a document. Do you want to have your end users scroll through documents to locate important information or will you give them more granular search capabilities?

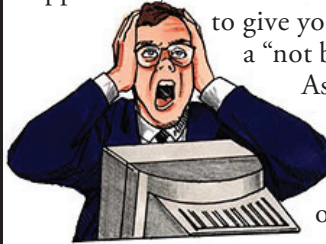
There are many factors to consider, but thankfully help is available. For more information about how we can help your business with its next scanning project, please contact us by phone at (800) 685-9034 or email us at: [info@pacific-records.com](mailto:info@pacific-records.com)

What's Inside This Month?  
**Thoughts from Richard Steed**  
Helping Children with Homework  
By the Numbers: Play Ball!  
**Win a \$25 VISA gift card!**  
8 Essentials for an Effective Electronic  
Records Management Program  
**SEPTEMBER SPECIALS!**

[info@pacific-records.com](mailto:info@pacific-records.com)

## Thoughts from Richard Steed

Ah, 'tis September and what to write about? Truth is, we appreciate your business and we want to wow you! We strive to give you an "oooh" or an "aaaah" or even a "not bad," within these few paragraphs.



As data security experts, we're not writers, per se, so we have to dig a little deeper to get past the "not bads" and hopefully on to more ooohs and aaaahs.

So, where to go for inspiration? What would Stephen King muse about if he wrote our newsletter? Would *It* involve a crazed clown? A rabid dog? A possessed 1958 Plymouth Fury? Probably not. A great author like Stephen King would first diligently research his topic and know without a doubt that our clients' worst fear is not a schoolgirl named *Carrie*, but . . . (insert creepy music here) data loss! Yes, the title of this article would be *The Gone Mile* or *Disk Cemetery* or perhaps even *Beyond Misery*, because missing data would be exactly that!

Maybe the film version of such a book would not be what the industry calls a "Blockbuster." After all, most of the population doesn't deal with the sensitive data you do, so how would they understand? How could they sympathize with the protagonist?

That's where we come in. We do understand the King-like horror that data loss would be for your business. That's why we send this newsletter to hundreds of you who are not yet clients of ours. Some of you have even been on our prospect list for years without having yet signed up for any service. But we won't give up on you. The last thing we'd want is for Stephen King to knock on your door, asking if he could buy the rights to your data disaster story to use in his next novel: *Datazaster: A True Story*.

Have a great September and watch out for Stephen King!

**Richard**

## 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.

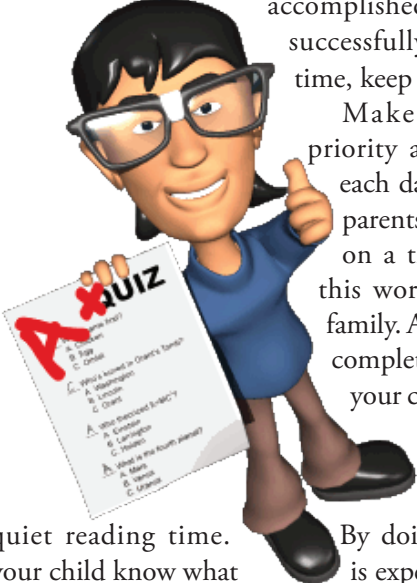
(888) 893-6054 or [info@pacific-records.com](mailto:info@pacific-records.com)

# Get 5 FREE Storage Cartons!

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

## Helping Children With Homework

Homework can develop into a daily struggle between children and parents. Unfortunately, in many households, homework time consists of nagging and complaining, with little getting accomplished. To help your child successfully navigate homework time, keep these tips in mind.



Make homework time a priority and keep it consistent each day. It is a good idea for parents and children to decide on a time together, to make this work for everyone in the family. All homework should be completed during this time. If your child finishes homework before the time is up, the rest of the period can be allotted for quiet reading time. By doing this, both you and your child know what is expected and can place the appropriate emphasis on completing all the homework, without the distractions of other activities or television.

If your child says that he or she finds the homework assignments too difficult, you should plan on helping out. But it is not a good idea to do most of the problems or assignment. One or two examples should suffice, along with any additional explanations needed. This will not only provide assistance, but will allow your child to learn to complete the work independently.

Be realistic about how much your child can handle in his or her daily life. If the pressures of outside activities, like sports, dance, or music is too much, homework time will become frustrating and unproductive. A child may be too stressed, tired, or overwhelmed to effectively complete the assignments. Take a good look at how much your child can handle and reduce activities if needed.

Evaluate how you approach homework time as well. If you feel stressed or constantly irritated, you may need some outside help. Hiring a tutor to assist your child a few times a week may be all you need to turn things around. This can reduce negative feelings from both the parent and the child and can lead to improvements in completing assignments.

Finally, don't forget to review your child's work. If you simply allow your child to complete each assignment without looking it over, there may be mistakes or concepts that your child hasn't grasped. If you review the work daily, you will be able to see if your child needs more help in any specific areas. Don't correct any mistakes yourself, but use this as an opportunity to review concepts and emphasize good study habits.

## September Events

- 1 National No Rhyme (Nor Reason) Day
- 3 Labor Day
- 4 Newspaper Carrier Day
- 8 International Literacy Day
- 9 National Grandparents day
- 10 World Suicide Prevention Day
- 11 Patriot Day
- 12 Video Games Day
- 13 National Celiac Awareness Day
- 15 International Day of Democracy
- 17 Citizenship Day
- 18 World Water Monitoring Day
- 19 International Talk Like a Pirate Day
- 21 International Day of Peace
- 22 American Business Women's Day
- 22 First Day of Fall
- 23 Innergize Day
- 24 National Punctuation Day
- 25 National One-Hit Wonder Day
- 26 World Maritime Day
- 27 Ancestor Appreciation Day
- 28 Love Note Day
- 29 Family Health and Fitness Day
- 29 National Public Lands Day
- 30 Gold Star Mother's Day

### September is also . . .

- Baby Safety Month
- Backpack Safety America Month
- Childhood Cancer Awareness Month
- College Savings Month
- Happy Cat Month
- Library Card Sign-Up Month
- National Mushroom Month
- National Preparedness Month
- National Prosper Where You're Planted Month
- National Recovery Month
- Sea Cadet Month



### **99% of You Know This Man. Who is He?**

Very few photos of him exist from when he was young or thin. Yet he is a household name and most people reading this would recognize a later-era photo of him. He is the subject of this month's Mind Bender.

## 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.

## 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:

Find the "99% of You Know this Man" photo in this newsletter. Know who he is? We bet you do! Send us your best guess for a chance to win!

**Last Month's Answer to:** *Moon is, lunar isn't. Green is, red isn't. Carrot is, lettuce is, but celery isn't. Riddle is . . . ?*

A WORD WITH A SET OF DOUBLE LETTERS

Last month's Winner:

**MICHELLE TORRES**  
RHIT, LOS BANOS, CA

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

## By the Numbers: Play Ball!

- Sixty-three percent of baseball fans listed the hot dog as their favorite ballpark food.
- There were over 1.6 million combined Twitter and Facebook comments on the 2012 All-Star Game, an increase of 199% over the previous year.
- There are 30 Major League Baseball teams with 25 players on the active roster of each team, for a total of 750 players in the Major Leagues.
- During the regular season, each Major League team can expand their roster to 40 players, resulting in 1,200 Major League Baseball players.
- The average price of a Major League Baseball ticket is \$26.92, with the highest found in Boston and the cheapest in San Diego.

Sources: Hot Dog & Sausage Council, Major League Baseball

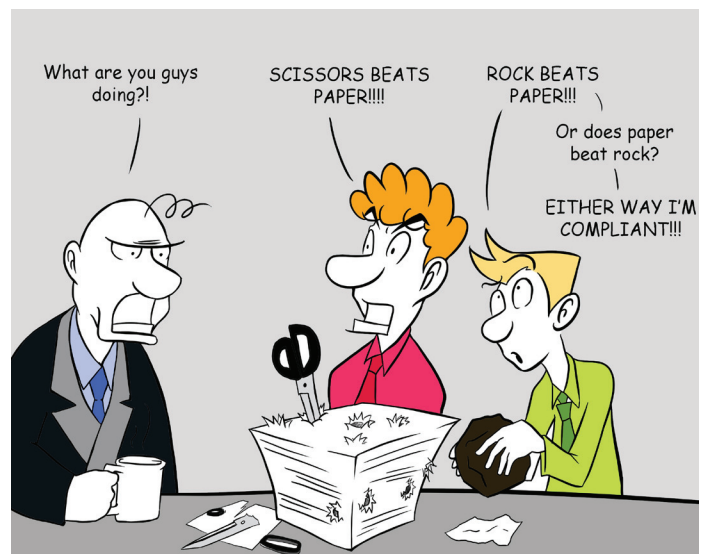
## Unexcused Absence

The local high school has a policy that the parents must call the school if the student is going to be absent for the day. Julie, a sophomore, decided to skip school and go shopping with her friends. She waited until her parents had left for work and then called the school herself.

"Hi, I'm calling to let you know that Julie Johnson won't be in school today because she is sick."

"Oh, I hope she gets better soon. I'll note her absence down. Who is this calling?" said the school secretary.

Julie replied, "This is my mother."



# 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.



## 8 Essentials for an Effective Electronic Records Management Program

1. Identify the different electronic records used by the organization.
2. Interview stakeholders to better understand how records are created, accessed, and retained within their environment. Identify any unique requirements such as regulatory, confidentiality, or proprietary information.
3. Identify all systems used to create, capture, duplicate, access, share, and destroy electronic records.
4. Understand how IT's strategic planning impacts systems for future conversion and migration of electronic records.
5. Assess how electronic messaging is used to conduct the business of the organization. Develop appropriate policies that govern electronic messaging and a plan to audit for compliance.
6. Know the laws and regulations that have an impact on electronic records. Make sure the appropriate leaders in your organization and legal team have a plan for legal holds in response to litigation or regulatory investigations and that your electronic systems support the plan.
7. Update your retention policies and procedures to include all electronic records.
8. Identify potential areas of risk associated with electronic records inside and outside the organization. Perform a risk assessment and identify objectives to mitigate risk.

*From ARMA International (www.arma.org)*

## Home Safe Home

We all expect to be safe in our homes. But sometimes that is easier said than done. Take these simple precautions to keep yourself and your loved ones safe.

### Childproof Your Home

If you have children, you probably already realize the importance of this. Even if you don't have small children yourself, you should still take some simple steps to make your home safe for any children who may visit you. Use inexpensive outlet covers on all exposed electrical outlets. Keep all medications, cleaning chemicals, and poisonous substances out of the reach of children.

### Lock Your Doors & Windows

Although it seems self-evident, always lock your doors and windows when you leave. It can be easy to forget to shut and lock windows and doors, especially during warmer weather. Take this extra step every time you leave. You should also ensure that your outdoor lighting is functional and adequate. If you have darkened areas in the front or back of your home, replace any faulty lighting and upgrade your existing lighting to provide sufficient light for safety.

"It is not what we take up, but what we give up, that makes us rich."

— Henry Ward Beecher



### Check for Hidden Hazards

Do a monthly safety check of your home. Look for electrical cords that are frayed or worn and replace them. Do not allow electrical cords to be placed in areas where they could be tripped over. Make sure any stair railings leading to your home are secure. Use rubber bath mats in your shower or bathtub to prevent falling.

### Check Your Smoke Detector

Twice a year, replace the batteries in your smoke and carbon monoxide detectors. A good way to remember this is to change the batteries when Daylight Savings Time begins and ends. If you ever remove the batteries for any reason, remember to replace them as soon as possible. If your detectors are wired to your home's electrical system instead of using batteries, do a manual check of your detectors several times a year.

## SEPTEMBER SERVICE

### AWARDS

*Celebrating Pacific Employee Anniversaries*

**4 YEARS**  
David Meza

**NEWS You Can Use** is a free monthly newsletter from your friends at

Stockton (209) 320-7771 • Sacramento (916) 649-7360  
Modesto (209) 343-4630 • Napa/Solano County (888) 893-6054

**PACIFIC**  
SINCE 1856  
RECORDS MANAGEMENT  
[www.pacific-records.com](http://www.pacific-records.com)