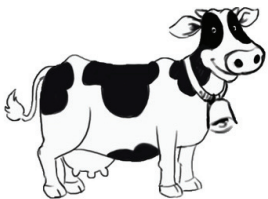


## Have A Question For Us?

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)**

## Trivia Quiz: Moo!



July 10th is Cow Appreciation Day. In celebration we've put together a trivia quiz to see how much you know about these interesting bovines.

1. Are there more cows or people in Nebraska?
2. About how much does a cow's heart weigh?
3. From how far away can a cow detect odors?
4. True or False: Reindeer milk has more fat than cow's milk.
5. How many breeds of cattle are there in the world?
6. How many pounds of food must a dairy cow eat before it can produce enough to make one pound of cheese?
7. How wide is a cow's field of vision?
8. How many hours a day do cows spend eating?
9. True or False: Cows are colorblind.
10. How many "squirts" does it take when milking a cow to produce one gallon of milk?

*Answers: 1. Cows. 2. 5 pounds. 3. 5 miles. 4. True. 5. 920. 6. 3 pounds. 7. Nearly 360 degrees. 8. 6 hours. 9. False. 10. About 350.*

## What's Inside This Month?

*How to Frost a Cake Like a Pro*

*By the Numbers: Summer Vacations*

*Grow a Green Lawn*

*Boost Your Memory by Improving Your Diet*

*Brain Teaser: Win a \$25 VISA Gift Card!*

*Preventing Infections from Your Pet*

*July Offers!*

## Thoughts from Richard Steed

### How Barcode Tracking and Inventory Management Technology Work

When your records are stored in a commercial records center, barcode tracking and inventory management technology are used together to expertly manage, accurately retrieve, and deliver your information on time.

Before being transferred to a commercial records center, a barcode is placed on each of your boxes of records. You complete forms indicating the contents of each box, and at the time of pickup, the records center representative scans every barcode with a handheld scanner to get a box count for inventory purposes.

When your boxes arrive at the records center, the barcode data stored on the handheld scanning device is uploaded into an inventory management database. The information you recorded on the form for each box is then entered into the system and associated with each unique bar code, including:

- Department
- Client or patient number
- Retention period
- Destruction date

Each box is then assigned a specific shelf location—with its own unique barcode—within the records center. Both the box and shelf barcode are scanned and associated with each other in the inventory management system.

After shelving, the location data for each box containing your records is also uploaded into the system. Each time a box is retrieved, delivered or returned, that action is logged in the system. In this way, a comprehensive audit trail for your information is created. Secure online web access lets you view exactly what records you have stored offsite, you can manage your records inventory, and you can even request pickups and deliveries as necessary.

When barcode tracking and inventory management technology is used in a commercial records center, you know your records are properly organized, protected and accessible.

*Richard*

## JULY SERVICE AWARDS

*Celebrating Pacific Employee Anniversaries*

**3 YEARS**  
Matt Anderson

# Get 5 FREE Storage Cartons!

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

## Firework Viewing Safety



The National Council of Fireworks Safety recommends public fireworks displays as a safe alternative to using fireworks yourself. Although you are not handling and lighting the fireworks, there are some safety precautions you should take when attending a public display.

Spectators should obey all show personnel and respect all safety barriers set up in the area. The best viewing locations are a quarter of a mile or more away. Attempting to get close to the firing area with the hopes of seeing a better show will actually decrease your chance of enjoying the action.

Although it is rare, occasionally a firework component may fall to the ground without exploding. These materials should never be touched. If you come across any firework or portion of one, notify law enforcement or fire personnel immediately.

If you are headed out to a fireworks show and think your dog might enjoy it too, think again. Pets have very sensitive ears and the noise from a fireworks display can be quite uncomfortable for them. They will be much happier safe at home.

Finally, don't bring your own fireworks to a public display. Sparklers, fountains, and other items are dangerous when handled and detonated where a crowd is present. You'll find plenty of excitement by just watching the show.

## How to Frost a Cake Like a Pro

Do you envy the beautiful cakes you see in the bakery window? It doesn't have to be hard to frost a cake properly. The first step is to let your cake cool completely before frosting. Remove the first layer and place on a turntable (these can be found at kitchen supply stores for less than \$20). Using a serrated knife, shave off the domed surface, and then repeat this with each layer. This ensures that your cake will be level and even.

Once the layers are trimmed, place just one layer on the turntable. Spread a 1/2-inch layer of frosting using a metal spatula. Place the next layer on top. Frost the entire cake with a very thin layer of frosting, called the "crumb coat." Place the cake in the refrigerator until the frosting is set.

Remove the cake from the refrigerator and spread the remaining frosting all over the cake. Hold the spatula vertical to the cake sides and turn the turntable until the icing is smooth on the sides. Smooth the top of the cake as well. Finish decorating your cake with flowers, icing decorations, or candy.



## July Holidays and Events

- 3 Compliment Your Mirror Day
- 3 Stay Out of the Sun Day
- 4 Independence Day
- 4 International Day of Cooperatives
- 5-11 National Farrier's Week
- 6 Take Your Webmaster to Lunch Day
- 7 Father-Daughter Take a Walk Together Day
- 7 Tell the Truth Day
- 10 Cow Appreciation Day
- 11 Bald Is In Day
- 11 World Population Day
- 12-18 Sports Cliché Week
- 13 Embrace Your Geekness Day
- 13 Gruntled Workers Day
- 13 International Town Criers Day
- 18 National Woodie Wagon Day
- 18-26 National Moth Week
- 19 Lake Superior Day
- 19 National Ice Cream Day
- 19-25 Captive Nations Week
- 20 National Get Out of the Doghouse Day
- 21 No Pet Store Puppies Day
- 22 Rat-Catchers Day
- 23 Hot Enough For Ya Day
- 24 National Drive-Thru Day
- 24 National Tell an Old Joke Day
- 25 National Day of the Cowboy
- 26 Aunties Day
- 26 Parents Day
- 27 National Korean War Veterans Armistice Day
- 27 Take Your Houseplants for a Walk Day
- 27 Walk on Stilts Day
- 30 National Chili Dog Day
- 30 International Day of Friendship

### July is also . . .

- Worldwide Bereaved Parents Awareness Month
- International Alopecia Month for Women
- International Zine Month
- Cell Phone Courtesy Month
- Bioterrorism/Disaster Education and Awareness Month
- Herbal/Prescription Interaction Awareness Month
- Smart Irrigation Month
- Women's Motorcycle Month
- National "Doghouse Repairs" Month
- National Grilling Month
- National Hog Dog Month
- National Horseradish Month
- National Ice Cream Month
- National Make a Difference to Children Month
- National Minority Mental Health Awareness Month

## PacBlog

### ***3 Things Your Employees Should Know About Information Security***

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/3-things-your-employees-should-know-about-information-security>

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>

### ***Quick Tips: Home***

It can be a challenge to keep your home cool during the hot summer months. Your best bet is to keep doors and windows closed during the day to keep the cool air inside. If you are struggling to keep your home cool, however, you can place a window fan on the downwind side of the house facing out. With this technique, there should be a window open in each room and all interior doors should be open to allow air flow. This added ventilation can help cool your home.

*"The privilege of a lifetime is being who you are."* — Joseph Campbell

### ***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:

Balloons fear what type of music?

Last Month's Answer to: *What farm animal keeps the best time?*

**"A Watchdog."**

Last month's Winner:

**DIANA MARTINEZ**

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

### ***By the Numbers: Summer Vacations***

- Just over 45 percent of Americans take a summer vacation each year.
- The average American travels about 560 miles round trip on their vacation each summer.
- About 91 percent of summer vacations are made in personal vehicles, and only 7 percent are taken by air travel.
- The top travel destinations are Florida (19 percent), California (15 percent), New York (10 percent), and North Carolina (9 percent).
- The beach is visited by 45 percent of travelers in the summer, making it the most popular type of destination each year.

Sources: *Equation Research, Harris Interactive*

*"Your time is limited, so don't waste it living someone else's life."*

— Steve Jobs

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

Keeping under the speed limit will help you burn less gas and increase your miles per gallon. Your gas mileage will be better if you avoid sudden starts and stops. You should also avoid revving your engine. Not only is this more energy efficient, but it is also safer for you and the drivers around you.



You must pinky-swear to never reveal our company secrets. That's the cornerstone of our new information security program.

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# Grow a Green Lawn

The average lawn has more than ten times more per acre of chemical pesticides dumped on it than farmers use on their crops. These pesticides can be dangerous to your family and pets when they are tracked into your home. These chemicals also will enter ground water systems and streams, causing problems with the environment. But there are ways to have a healthy lawn without the use of dangerous chemicals. Here are some tips to help you take a green approach to your lawn.

To help you grow a healthy lawn, treat your grass with some extra care. Ensure your mower is running properly, and sharpen its blades at least once a year. This will allow your mower to cut the grass cleanly, reducing stress on it. You can also reduce stress on your lawn by mowing when it's dry.

Water your grass in the early morning instead of during the heat of the day. This allows for a deeper soaking of the ground, which encourages deeper root growth. You should also refrain from watering every day. Watering every day causes the roots to grow shallowly which can weaken your lawn.

Finally, choose the right lawn for your area. Bermuda grass is suited to warm weather climates, and Kentucky bluegrass thrives in cooler areas like the Northern states. If you are interested in an even more ecologically sound lawn, consider xeriscaping with native, low-water plants.

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## Boost Your Memory by Improving Your Diet

We all know that a healthy diet can increase your energy level, lower the risk of heart disease, and help fight weight gain. Now researchers have found that a healthy diet can also improve the way your brain works. A study released by the journal *Neurology* reveals that a higher quality diet can help boost memory function as you age.

The researchers define a "healthy diet" as one that has minimal red meat and alcohol consumption, while including lots of nuts, fish, fruits, and vegetables. The researchers did not define one ideal diet. Instead, they studied almost 30,000 participants age 55 and over from over 40 countries, with a variety of different approaches to nutrition. The common factor in those various diets were the inclusion of fish and a wide variety of fruits and vegetables.

Participants who had the healthiest diets were 24 percent less likely to show cognitive decline after five years compared to those whose diets were not as healthy. There were other benefits revealed as well—those with healthier diets had a lower BMI and a lower risk of heart disease and stroke. But even when researchers accounted for other factors such as smoking, obesity, and exercise level, those eating a healthy diet came out ahead in cognitive ability.

So how can you reap the benefits? Strive for four servings each of vegetables and fruit each day. Avoid red meat and eat three or more servings of fish a week. Avoid processed fats such as margarine and use olive oil in your cooking instead. Include three servings of nuts and legumes (beans, peas, and lentils) each week. Finally, limit your alcohol intake to at most two drinks a day.

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## Preventing Infections from Your Pet

Almost half of American households have a pet. Studies have shown that pet owners tend to be happier and healthier. But surprisingly, an animal in the home can also increase the risk of bacterial and parasitic infections in the human members of the household. While most healthy people won't get sick from contact with a pet, those with compromised immune systems, pregnant women, and young children could be at risk. People can become infected through bites, scratches, and accidental contact with animal feces. Diseases that can be transmitted include some caused by antibiotic-resistant bacteria, along with hookworms, roundworms, and toxoplasma.

How can you protect yourself and your family? The best defense is to make sure that those at risk (pregnant women, young children, and those with weak immune systems) do not do household pet care tasks. Those should be left to those who are not at risk. This includes picking up after your dog, changing litter boxes, and cleaning rodent cages. Frequent hand washing and wearing protective gloves also help. And just like people, animals carry many different organisms in their mouths, so face-licking should be discouraged. If you have a pet that becomes sick, it might be best to have him or her wait out the illness at a boarding facility or a friend's house. This will reduce the chance of infection to those at risk.

But veterinarians do note that the benefits of having a pet outweigh the risks. Studies have shown that people battling life-threatening illnesses, like cancer, respond positively to having a pet around and for many people, a pet is one of life's greatest comforts. By taking simple precautions, the risk associated with having pets in the home can be reduced and everyone can continue to enjoy their company.

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