

Ready to go Paperless? Proper Planning Ensures Success

Even though more content is being consumed on smart phones and tablets, we still rely heavily on paper. In fact, the average office worker uses 10,000 sheets of copy paper a year according to the US Environmental Protection Agency.

If you're experiencing one of the following problems you may be ready for a paperless solution:

- steadily decreasing storage space
- misplaced or lost documents
- lack of time for filing and retrieving records

Before you pull the trigger on scanning everything however, you'll need to plan carefully. Otherwise, you may end up in a situation worse than your current one.

First, take an inventory of your current file library. There's a pretty good chance that you have records sitting in your file cabinets that no longer need to be kept. Be sure to shred these as they may contain sensitive information.

Second, decide which documents are integral to your daily business processes. These are the records that will benefit most from being converted to an electronic format. You'll need to properly index them so that they can be easily located, retrieved and shared.

Third, make sure that you have a data loss prevention plan in place. The last thing you want is for your important electronic files to be fall victim to hacking or theft. Then, decide where your digital data will be stored and define a regular backup plan.

By the Numbers: Tornadoes

- The tornado that struck Moore, Oklahoma, in May will cost insurers approximately \$3 billion in claims to cover personal, commercial, and industrial property losses.
- In 2012 in the U.S., there were 939 recorded tornadoes, resulting in 70 deaths.
- The United States averages about 1,100 tornadoes each year, leading the world in tornado activity. Canada is second with about 100 per year.

Thoughts from Richard Steed

June and July are history. They disappeared as quickly as a frosty pitcher of sweet iced tea. We hope the prior months were wonderful and you are ready to have a majestic month this August. Majestic? Sure. Why not?

Actually, August is a word with several meanings. Along with August being the eighth month of the year, it is also defined as "that which inspires admiration or reverence" and can additionally denote mystery.

That sounds like a month that we can identify with. After all we are continuously working to earn your admiration as each day passes. Delivering solid, innovative information management services to you is of prime significance to all of us here and we are hopeful that we have achieved a level that you agree is supreme.

If you have not yet given us your business we think August would be the perfect month to give us a try. We are hot on the trail of showcasing and maintaining top customer service and satisfaction. Also, you can rest assured that we are not on vacation from our duties in any way, shape or form this August.

Instead we are here to give you the opportunity to put your feet up and relax if you'd like during this wonderful summer month. Trust that we have all of your data security and storage needs taken care of, as is our prime responsibility this month and throughout the year.

We hope this August brings you numerous joys and accomplishments. We are proud to be here for you and your patronage is majestically appreciated.

Richard

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August Offers!

Get 5 FREE Storage Cartons!

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

Myths About Your Child's Eyes



August is National Children's Eye Health and Safety Month. While there is some great advice out there about how to keep your children's eyes healthy, there are

also some misconceptions about what is dangerous and what is not. Let's take a look at these common myths.

Myth: The sun is not really that harmful for kids.

Many people believe that it is not important for kids to wear sunglasses because their eyes are not as responsive to harsh sunlight. But it may be surprising to many parents to learn that the lens in a child's eye lets in 70 percent more UV rays than in an adult eye. If you feel the need to wear sunglasses outdoors, you should place them on your children as well. You can find many styles of sunglasses that are great for youngsters, including ones with Velcro straps.

Myth: Most childhood eye injuries come from accidents with sharp objects, like scissors.

In fact, most eye injuries in children come from sports and recreational events. Baseball is the sport responsible for most eye injuries in children under 14. Among those 15 to 24, basketball causes the most injuries. Overall, 72 percent of all sports-related injuries to the eyes are to those under the age of 26. To help prevent injuries, protective goggles or face masks should be worn.

Myth: Sitting too close to a TV will damage a child's eyes.

Research has shown that sitting closely to a television or computer screen does not damage eyes. But it can cause headaches and temporary blurred vision. The real danger is in intellectual and social development. If your child does sit closely to the television or computer screen, however, you should get his or her eyes checked. While sitting closely does not harm vision, a problem with your child's vision could compel him or her to sit closely. So, rather than being a cause of poor vision, it might just be an early indicator of a problem.

Bumper Sticker Humor

- No one is listening until you make a mistake.
- I used to have a handle on life, but it broke.
- I'm not a complete idiot—some parts are missing.
- If you ate pasta and antipasta, would you still be hungry?
- If all the world is a stage, where is the audience sitting?

August Holidays and Events

- 1 Respect for Parents Day
- 1-7 International Clown Week
- 3 National Mustard Day
- 4 Single Working Women's Day
- 4-10 Single Working Women's Week
- 5 National Underwear Day
- 5-9 Psychic Week
- 5-11 National Bargain Hunting Week
- 6 National Night Out
- 7 Professional Speakers Day
- 8 Happiness Happens Day
- 9 International Day of the World's Indigenous People
- 10 National Garage Sale Day
- 12 Vinyl Record Day
- 13 International Left-Handers Day
- 14 Navajo Code Talkers Day
- 15 National Relaxation Day
- 15-21 National Aviation Week
- 17 International Geocaching Day
- 18 Bad Poetry Day
- 18-24 Minority Enterprise Development Week
- 19 National Aviation Day
- 19 World Humanitarian Day
- 21 Poet's Day
- 22 Be an Angel Day
- 25 Founders Day
- 25-31 Be Kind to Humankind Week
- 26 Women's Equality Day
- 26-30 National Safe at Home Week
- 28 Race Your Mouse Around the Icons Day
- 29 More Herbs, Less Salt Day
- 30 National Holistic Pet Day
- 31 Love Litigating Lawyers Day

August is Also:

- American Adventures Month
- Black Business Month
- Children's Eye Health and Safety Month
- Children's Vision and Learning Month
- Get Ready for Kindergarten Month

This Month in History

- 1492 - Christopher Columbus set sail from Spain looking for a passage to the East.
- 1779 - Star-Spangled Banner author Francis Scott Key was born in Frederick County, Maryland.
- 1790 - The first U.S. Census was completed, counting four million people in the U.S.
- 1790 - The U. S. Coast Guard was established.
- 1876 - Colorado became the 38th U.S. state.

AUGUST SERVICE AWARDS

Celebrating Pacific Employee Anniversaries

16 YEARS

Archie Strauman

14 YEARS

Leon McKie

8 YEARS

Jay Sharma



“The best and most beautiful things in the world cannot be seen or even touched - they must be felt with the heart.”

—Helen Keller



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

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:

Change the position of only one number to make the following equation correct: $32 - 6 = 2$

Last Month's Answer to: *We are 5 tiny yet important items that you can conveniently find in a tennis court.*

The Five Vowels: A,E,I,O,U

Last month's Winner:

JOAN E. GABRIELSON
COOK BROWN LLP

Email your answer to info@pacific-records.com

Too Hot to Cook

Is the heat getting to you? Do you dread preparing dinner because it makes you sweat to crank up the oven? Try this hot weather recipe next time it is too hot to cook.

Slow-Cooker Carnitas

- 1 5-6 pound pork butt or pork shoulder
- 1 tablespoon dried oregano
- 1 tablespoon cumin
- 2 tablespoons salt
- 1 tablespoon black pepper
- 1 tablespoon chili powder
- 6-8 fresh garlic cloves, peeled and smashed
- 1 small can diced tomatoes
- Juice of one lime
- Corn tortillas
- Salsa
- Chopped red onions
- Diced jalapenos
- Lime wedges

Place the pork, oregano, cumin, salt, pepper, chili powder, garlic, tomatoes, and lime juice in the slow-cooker. Cook on low for eight hours. Remove meat and let cool, then shred the meat. To serve, toss the carnitas meat in a saucepan over medium heat for about three minutes. Serve meat on tortillas topped with salsa, red onions, and jalapenos, with a lime wedge on the side.



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Avoid These Mistakes When Handling Your Data

Your data may be your most valuable business asset. While there are a number of threats that pose a risk to your information—including natural disasters, theft, and malfeasance—often the most avoidable risk is the one that stares back at you in the mirror each morning. Negligence and mishandling of corporate data results in a number of data breaches each year. Re-examining your own behavior may be the best form of prevention.

Failing to back up your data

Backing up your business data would seem like a no-brainer, but it's a lot easier said than done. In reality it requires an investment of time, hardware and staff that most small businesses simply don't have. Not backing up your data at all is simply not an option. A professional Evaulting service allows for the backup of your data online without putting pressure on your business resources. It's important to look for an Evaulting provider that can offer the following:

- secure network encryption
- rapid data recovery deployment
- automatic, after hours, remote backup

Taking your data home

Even if you back up your business data to tape or disk, often it's what happens after the backup that poses the most risk to your business. Taking a backup tape or hard drive home with you may seem like a prudent thing to do but in reality it is not an adequate data protection solution. The same things that could happen to business data storage left in the office could also occur within the confines of your home:

- theft by an intruder
- loss by fire, flood or earthquake
- degradation due to temperature and humidity

The only way to truly protect your electronic data is to store it offsite in a data protection facility. A dedicated vault protects

data from theft and disaster and offers the following advantages:

- digital video surveillance
- 4-hour fire rating
- biometric hand recognition
- strictly monitored temperature and humidity controls
- barcode tracking technology

Ideally, whenever your data is backed up it should be rotated to your chosen offsite storage facility shortly thereafter.

Improperly disposing of sensitive business information

Despite constant media reports of confidential information being found in dumpsters, breaches of this sort continue to happen at an alarming rate. Paper shredding machines, used in attempt to properly dispose of documents, are both time-consuming and prone to malfunction. As a result, business records end up in the trash instead of being shredded.

Backup tapes and hard drives are victims of the same fate but for an entirely different reason. Many business owners fail to understand the importance of also destroying these data storage devices. And others have the false impression that deleting data will render it impossible to retrieve. In reality, backup media has become a prime target for theft due to the sheer amount of confidential information that can reside on one tape. Simply reformatting a hard drive still leaves traceable amounts of data that can be easily retrieved.

A professional shredding and destruction service with NAID AAA certification provides a reliable and expedient method for disposing of both hard copy and electronic information. The right provider can offer a range of services that alleviate both the need to handle disposal of your business information internally as well as the likelihood of a costly data breach.

Pacific Records Management provides records and information management solutions for businesses throughout Stockton, Sacramento, Modesto, Fresno, Napa and Solano Counties. For more information, please contact us.

Spelling Test

Summer vacation was over and school was back in session. The teacher asked her class to tell her about their trips over the summer.

Little Suzie held up her hand and said excitedly, "We went to visit my grandma and grandpa in Minneapolis, Minnesota!"

"That's wonderful!" replied her teacher. "Now, can you tell the class how you spell that?"

Suzie thought for a moment and then slowly said, "Actually, we went to Ohio."

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