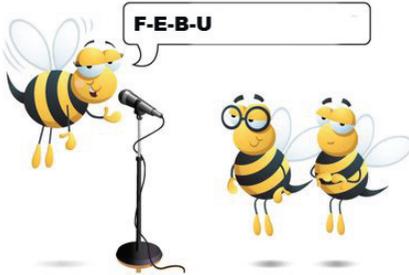


Thoughts from Richard Steed



It's February! The most misspelled month of the year (unofficially speaking). Remember being a kid and learning to recite the months by rote then tackling spelling?

May was a breeze, June not bad at all, and as for

April – once you realized there wasn't a primate involved (Ape-ri!) you were good to go.

December, a bit more complicated, was mastered early on simply because of the vital importance. Scientific fact: Cookies, candy and presents in any way, shape or form will garner children's rapt attention.

Marching right along to . . . July (got ya!), which was no problem. November wasn't too tough and yes, March was easy, too.

February on the other hand, was an enigma – thanks to that errant "r." Think about it: how many people actually properly pronounce February with the "r" sound prominently uttered?

"President Lincoln's birthday is FebRuary 12th. Valentine's Day is on Febrrrrrruary 14th." Try it. It sounds like you've been nipping the Valentine's punch.

February and its pesky "r" can still plague us periodically in our writing and in our speech. It plays tricks on us. It should be February Fools Day instead of April Fools.

Maybe that "r" is there to remind us to keep us on our mid-winter toes? Goes without saying *were* on our toes and continuously committed to offering you the best data security and storage solutions tailored to your specific needs this FebRuary and throughout the year.

Richard

What's Inside This Month?

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Want to Win a \$25 VISA gift card?

FEBRUARY OFFERS!

Meet the Team: Matt Anderson

Matt Anderson was born in Brigham City, Utah, but spent much of his early life in Farmington, Utah. He graduated from Davis High School in Kaysville, UT and went on to Weber State University in Ogden, where he graduated with a BA in Sales and Marketing.



As a newly married couple, Matt and his wife moved to Port St. Lucie, Florida in 2004 where

he took a job as a project manager for a construction company. After 2 hurricanes and a few months living there!, it was time to move out west, back to Lodi, CA where he has family.

Matt took a job as the Assistant Manager for Enterprise Rent-A-Car for at their locations in Lodi, Elk Grove and Jackson, CA. He worked there for 2 years when he decided it was time to go to work for himself and started a company called Central Valley Anthem. This was a logistics and installation company. He worked there for 3 ½ years before moving on to the Stockton Chamber of Commerce as the Director of Sales.

Matt joined Pacific Records Management in 2012 as our Account Representative managing the sales for Stockton and Modesto.

Matt and his wife are the proud parents of 3 children ages 2, 5 and 7. While he enjoys baseball, (a Dodger's fan!), he much prefers to spend time with his children coaching their teams. In general, he says he enjoys being a part of their lives.

He said the best thing about working for Pacific is it has a "small company feel but with the resources of a large company." He works hard to provide the utmost in customer service to his customers.

"Matt has been a great addition to our sales and marketing team," said Richard Steed, the VP for Records management. "He brings a passion and commitment to our Company that will serve our new customers and existing clients well."

Get 5 FREE Storage Cartons!

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

Managing Small Spaces



Living in a small home can be challenging. While you usually cannot make your rooms larger, there are some strategies you can utilize to make them seem bigger than they are. Here are some space-enhancing ideas.

Get rid of any clutter and unnecessary items in your rooms. This is perhaps the best way to make a room feel

more spacious. Too many items in a room inhibit the eye from expanding out to the perimeter of the room and make it feel small and too full.

Using a monochromatic color scheme in your room can also make it feel larger. You can use several tints of the same color to add some variety. You can also use your furnishings to enhance the size of your rooms. While you should not fill your room with many large pieces, you don't have to settle for lots of scaled-down furniture either. One well-designed prominent piece can add character and personality to a room. Try placing it at an angle and allow some space around it. It is not necessary to place all of your furniture along the wall of your room, with each piece touching each other. By emphasizing the spacing between furniture pieces, you can trick the eye into seeing the room as larger.

The creative use of mirrors can also benefit a small room. Place a large mirror across from a window to increase the amount of light in a room. It will also reflect the outdoors into your room. Several mirrors can be placed together in a grouping on one wall, in a random pattern. You can also make use of glass in your furnishings to open up a space. Glass topped dining tables, accent tables, or work desks give an illusion of spaciousness.

Finally, try to buy furniture that is multi-functional. A dining table with fold-away leaves allows you to only use room space when you need it. A tall entertainment center can store home entertainment equipment as well as books, blankets, and more. You can also find headboards that double as bookshelves and ottomans or chests that offer storage space. Remember that it may take several experiments with furniture placement to find the best use of your individual space.

Quick Tips: Green Living Tip

Household electronics can use energy even when they are turned off. Leaving an appliance plugged in allows it to draw a small amount of electricity at all times. To eliminate this energy draw, unplug your electronics and appliances when not in use. You can also use a power strip with an on/off switch. Turn the power off at the strip whenever you turn the appliance off.

February Holidays and Events

- 1 National Wear Red Day
- 1-7 Solo Diners Eat Out Week
- 2 Groundhog Day
- 3-9 Publicity for Profit Week
- 4-8 International Networking Week
- 5 African-American Coaches Day
- 6 Digital Learning Day
- 7 Wave All Your Fingers at Your Neighbors Day
- 8 Laugh and Get Rich Day
- 9 Read in the Bathtub Day
- 10 Man Day
- 11 Satisfied Staying Single Day
- 11-17 Random Acts of Kindness Week
- 12 International Pancake Day
- 13 Ash Wednesday
- 13 Employee Legal Awareness Day
- 14 Saint Valentine's Day
- 15 Susan B. Anthony Day
- 17-23 Build a Better Trade Show Image Week
- 18 Presidents Day
- 19 Single-Tasking Day
- 20 World Day for Social Justice
- 21 International Mother Language Day
- 23 Curling is Cool Day
- 23 World Sword Swallowers Day
- 26 World Spay Day
- 27 Inconvenience yourself Day
- 28 National Chili Day

February is also . . .

- American Heart Month
- International Expect Success Month
- Library Lovers Month
- National Black History Month
- National Cherry Month
- National Time Management Month
- Plant the Seeds of Cleanliness Month
- Spay/Neuter Awareness Month

Getting Mom's Approval

A young woman was bringing her boyfriend to meet her family for the first time. She walked in to surprised looks as they all took a gander at her new man. Her mother especially seemed taken aback when she saw his blue hair, piercings, and tattoos. When the girl finally got her mother alone, she said, "Well, Mom, what do you think?"

"Um," stammered out her mother. "I guess I just don't think he is that great of a guy!"

"Not great?" replied her daughter. "If he wasn't that great, why would he be doing 200 hours of community service this year?"

FEBRUARY SERVICE

AWARDS

Celebrating Pacific Employee Anniversaries

17 YEARS

Lori Ornellas

15 YEARS

Tony Silva

13 YEARS

Ellen Clare

8 YEARS

Tim Hoskins

7 YEARS

Justine Brown

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:

What is in seasons, seconds, centuries and minutes but not in decades, years or days?

Last Month's Answer to: *What do the following four famous quotations have in common?*

ALL MISQUOTES

(Never actually said by the original characters.)

Last month's Winner:

NATASCHA SCHMID

HANSEN, KOHLS, SOMMER & JACOB, LLP

Email your answer to info@pacific-records.com

By the Numbers: Heart Health

- About 600,000 people die of heart disease in the United States each year, making it the leading cause of death for men and women.
- Every year about 935,000 Americans have a heart attack.
- Coronary heart disease costs the United States \$109 billion each year, including the cost of health care services, medications, and lost productivity.
- Only 27 percent of people are aware that there are other warning signs of a heart attack besides chest pain.
- About 47 percent of Americans have at least one of the three major warning signs for heart disease: high blood pressure, high LDL cholesterol, and smoking.

Source: CDC

Quick Tips: Money Tip

Have you had the talk with your kids? No, not that talk...the one about money. Many people think it is too difficult to talk about finances with their kids, but it is crucial to their future success. You should explain where your money comes from and why it is important to save for the future. They should also understand how critical it is to pay bills on time and to avoid debt. Start by discussing needs versus wants and explain how best they can achieve these goals.

File Management - Kangaroo Style

Active records on the right, archival ones on the left? Or was it the other way around?



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Romance on a Shoestring



A surprise dinner on the Riviera. A huge diamond ring. The new car you always wanted. Sounds like a great Valentine's Day, huh? Well, for the rest of us, there is reality! Although we

can't always come up with expensive, extravagant surprises for our sweetheart, there are ways you can show your love without breaking the bank. Here are some ideas to get you started.

A Getaway

Although it may not be possible to take a long romantic weekend away in an exotic locale, you may be able to swing a night away. Look for a local bed and breakfast inn or stay in a local resort for a night. If this isn't possible, consider taking a weekend away at home. Go shopping together on a Friday night for the food you'll need for the weekend. Once home, unplug the phone and keep the TV and computer off for a couple of days. Add in some gourmet cooking together, chocolates on the pillows, and sleeping in, and you'll feel like you had a vacation together!

Dancing in the Dark

If you can't afford an evening out on the town, make it a romantic evening dancing in your living room. Turn the lights down, light some candles, and put on some dance tunes. You'll be spending time with your sweetheart without the crowds or the cost.

Love Letters

Taking the time to write someone a love letter can mean more than any other gift you can give. Your honey doesn't even need to be far away. Spend some time thinking about all that he or she means to you and then put it down on paper. This is one gift that is sure to be appreciated and saved.

Go Fly a Kite

February can be quite blustery. Spend Valentine's afternoon outdoors together flying a kite. You can find inexpensive kites at most toy stores or consider spending an hour first making your own. There are books available at your library with simple instructions for constructing a kite. You will have fun spending time together and will be away from the crowds.

Taming the Cost of Pet Ownership

Last year, Americans spent almost \$53 billion on their pets, according to the American Pet Products Association. In fact, the average dog owner spends about \$1,250 each year on veterinary visits, food, treats, boarding, travel expenses, and grooming.

But there are ways to cut costs without compromising the care of your animal friends. Keep these tips in mind to save you some bucks.

Pick pet food carefully.

It is true that high-quality food can save you money in the long run, as your pet will be healthier throughout his or her lifetime. But there is a lot of hype in the pet food industry. There are many boutique brands of pet food that do not offer any increased benefits, but cost more than other brands. Your best bet is to choose food from a trusted manufacturer that lists animal protein high on the list of ingredients. Once you've settled on a type of food, watch for sales and coupons and stock up when you can. You should also avoid overfeeding. Discuss the proper amount of food needed by your pet with your vet. You will save now on pet food purchases and in the long run by avoiding obesity in your pet.

Get regular check-ups.

While it can be expensive to visit the vet regularly, it pays off in the long run. Getting the proper vaccines and screening for health problems early can help prevent large vet bills in the future. Be sure to shop around for veterinary services as well. You may be able to cut your vet costs by calling around and comparing prices among vets near you.

Consider pet insurance.

If you know that, no matter what, you will do anything to help your pet in the event of medical emergency, then pet insurance is for you. If you don't have insurance, you will be faced with large bills and the possibility of not being able to continue care if your funds run out. Alternatively, if you are disciplined about saving money, you can set up a separate saving account for pet care. That money will then be available to you whenever you need it.

Cut down on grooming costs.

Learning to groom your pet can save you big bucks. It may make sense to still take your pet for grooming on a regular schedule, but regular grooming at home can extend the amount of time between visits. Brush your animal regularly—in fact daily brushing is your best bet. Also get your pet's fur cut short at each grooming visit, giving you more time between sessions.

Better boarding.

If you need boarding services frequently, it may be time to make friends with some other pet owners. Instead of using a commercial boarding service, you can arrange to swap care instead. Your pet will probably get better care and you will save quite a bit of money. Of course, you need to plan on returning the favor, but the long-run savings can be considerable.

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