

## *Pacific expands into Fresno, CA.*



Pacific Records Management, a division of Pacific Storage Company has expanded their presence in the Central Valley and opened their newest facility in Fresno, CA. Pacific has signed a long term lease at 5661 N. Golden State Blvd and completed the installation of racking that will hold nearly 200,000 containers. This is a state of the art facility equipped with the latest in security and fire protection designed to offer the utmost in protecting client's critical information.



customers and manages more than 1,400,000 containers in the Central Valley.

In addition to offering offsite records management, Pacific also offers mobile shredding and document scanning services.

“With our locations in Sacramento, Stockton, and Modesto; this acquisition enables us to expand our base of business further south into the Central Valley of California” said Greg Tudor, President and CEO of Pacific Storage Company. “We are excited about the possibilities this move into Fresno creates for us. Pacific currently services over 1300

## *Thoughts from Richard Steed*



The month of May brings reverence and thanks to the mothers in our lives. We find ourselves recalling memories that are stored within our brains, yes, but more so stored in our hearts. Sometimes the memories are as clear as a summer morning—bright, vivid, enchanting. Other times our memories are diffused by time, pain, fogginess, doubts or heartache.

We might wish we could store our most loving memories as clearly as a company stores its business information. Yes, we are able to capture many big events and even small events now with the advance in technology, yet doesn't it seem that our best memories cannot simply be captured by iPhone? Thank heavens for our “heart memory.” Somewhere inside us we distinctly recall the scent of mom's perfume or how taking a whiff of lily of the valley can propel us back 30 years to our knees, digging beside our mom in her garden. These heart-memories are touched with magic.

We are here to store all of your important data and offer the best in security measures and top-of-the-line technological protocols. Our aim is to use “top-technology-memory” for your important information assets, thereby freeing you up to spend more time with your heart-memories—especially those that involve your mom.

This month of May we honor all of those who touched our lives for the better and most especially those women in our lives who selflessly stood behind us—and (we know) always will!

*Richard*

### What's Inside This Month?

- Pacific expands into Fresno, CA.
- Four Creative Gift Ideas for Mom
- Did You Know: Garden Trivia
- Ditching Your Landline
- It's Never Too Late to Help Your Heart
- You Can't Always Blame the Bad Guys for Data Loss
- May Offers!*

# Get 5 FREE Storage Cartons!

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

## Four Creative Gift Ideas for Mom



Mother's Day is just around the corner. Instead of flowers and candy this year, consider these fun gift ideas for your mother.

### 1. Season tickets.

Whether your mom loves the opera or a great hockey game, season tickets are a way to let your gift continue

through the whole year. Get a pair of season tickets, and you can plan on attending some of the events together. If season tickets are out of your budget, get tickets to a single event and stop at her favorite restaurant on the way.

### 2. Spa day.

Everyone loves to be pampered, but many mothers put off indulging themselves. Get a gift certificate that lets her choose among a facial, massage, or manicure. If you are on a strict budget, you can offer a spa treatment at home.

### 3. Book of the month club.

Give your mom a box of 12 books, all wrapped separately. Write the names of the 12 months on tags and attach them to each wrapped book. Tell your mom to open one book a month for the next year. To make it even more fun, plan on reading the same books and then meet for a book discussion at her favorite café each month.

### 4. Garden help.

Mother's Day is the perfect time of year to start your garden. Buy some of your mother's favorite bedding plants and bring them to her on Mother's Day. Plant them for her or share in the planting to spend some time with her while you make her garden more beautiful.

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## Bad Eyesight

An elderly snake goes to see his doctor. He tells the doctor that his eyesight is getting bad, and he thinks he may need glasses.

"No problem," says the doctor, and he gives the snake a prescription for some eyeglasses.

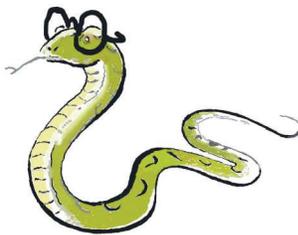
Two weeks later, the snake returns for a check-up. "How are those glasses doing?" asks the doctor.

"Well, fine, I guess," says the snake.

"What is the matter?" asks the doctor.

"Well, it isn't the glasses," replies the snake.

"It's just that I've discovered I've been living with a garden hose for the past six months!"



## May Holidays and Events

- 1 May Day
- 2 National Day of Prayer
- 3 Garden Meditation Day
- 4 World Give Day
- 5 Cartoonists Day
- 5-11 National Anxiety and Depression Awareness Week
- 6 No Diet Day
- 7 National Teacher Day
- 8 National Receptionists Day
- 10 Military Spouse Appreciation Day
- 11 International Migratory Bird Day
- 12 Mother's Day
- 14 Underground America Day
- 15 Peace Officer Memorial Day
- 16 Biographers Day
- 17 World Telecommunication and Information Society Day
- 18 Armed Forces Day
- 18-24 National Safe Boating Week
- 19 World Autoimmune Arthritis Day
- 20 Weights and Measures Day
- 21 National Waitstaff Day
- 22 National Maritime Day
- 23 International World Turtle Day
- 24 Brother's Day
- 25 National Missing Children's Day
- 27 Memorial Day
- 29 National Senior Health and Fitness Day
- 31 World No-Tobacco Day

### May is also . . .

- Arthritis Awareness Month
- Better Hearing and Speech Month
- Get Caught Reading Month
- Gifts from the Garden Month
- Global Civility Awareness Month
- Heal the Children Month
- Healthy Vision Month
- Huntington's Disease Awareness Month
- Melanoma/Skin Cancer Detection and Prevention Month
- Motorcycle Safety Month
- National Barbecue Month
- National Bike Month
- National Hamburger Month
- National Hepatitis Awareness Month
- National Inventors Month
- National Mental Health Month
- National Military Appreciation Month
- National Stroke Awareness Month
- National Sweet Vidalia Onion Month

## MAY SERVICE AWARDS

*Celebrating Pacific Employee Anniversaries*

**13 YEARS**

Adam Ege

**10 YEARS**

Ray Medina

**10 YEARS**

Rafael Tellez

**6 YEARS**

John "Reggie" Jackson

*"In order to succeed, your desire for success should be greater than your fear of failure."*

— Bill Cosby

### 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)

### 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:

This musical instrument can make virtually any sound, but you can't see or touch it.

**Last Month's Answer to:** *A woman is in a hardware store buying something for her house. 1 costs \$.50; 12 costs \$1.00; 122 costs \$1.50.*

**HOUSE NUMBERS**

Last month's Winner:

**DENNIS BARTA**

**VALLEY FIRST CREDIT UNION**

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

### Did You Know: Garden Trivia

The onion is actually classified as a lily botanically. Asparagus is also a member of the lily family.

- About 37 percent of U.S. households have food gardens in the summer.
- Ever heard the phrase cool as a cucumber? Well, it is true! The inside of a cucumber on the vine can be up to 20 degrees cooler than the outside on a warm day.
- Hydrangeas produce different colored flowers based on the pH level of the soil. A single plant can produce flowers ranging from pink to purple to blue by changing the chemical make-up of the soil around the plant.
- Most members of the nightshade family are poisonous, but this group also includes some edible plants, such as the tomato, potato, and eggplant.
- The daisy was originally called the "day's eye" because the yellow center resembled the sun. Eventually, the name changed to daisy.
- Leaf lettuce has been around since the time of the ancient Greeks, but heading lettuce did not appear until the late 1500s.
- The most popular home grown vegetables, in order of popularity, are tomatoes, peppers, cucumbers, onions, beans, lettuce, and carrots.
- Tomatoes are grown in over 85 percent of all vegetable gardens.

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# Ditching Your Landline

In 2006, almost 10 percent of households had gotten rid of their home phone landlines. Within five years, that number doubled. But if you have been thinking about getting rid of your landline, you may want to give it a second thought. Cell phones seem ubiquitous, but there are certain circumstances that could make it impossible to use your cell phone.

For example, after Hurricane Sandy last fall, 25 percent of the cell phone towers from North Carolina to New Hampshire were out of service. In addition, because payphones in major cities have mostly been removed or have fallen into disrepair, there were no phone booths for these people to turn to. Much of the landline telephone network in this country relies on buried underground copper wire. Because of this, in the aftermaths of storms, landlines have proven to be more reliable than cell phones.

It can also be a safety issue. If you have to dial 911, but are unable to speak or give your address, an operator can quickly tell your location if you call from a landline. Cell phones usually do not give your location that quickly or accurately. Home security companies also rely on landlines when the alarm in your home is triggered.

You should also consider that each person in your family must have a cell phone if you leave your home with yours. Having only a cell phone means that when you leave your home, the only phone goes with you. If you have children that are home without you, they would not have access to a phone in case they needed to get in touch with you or had an emergency.

Finally, everyone knows that dropped calls happen fairly often even with the best cell phone service. If you are in a strong coverage area in your home, you may be able to depend on your cell phone. But if your service is at all spotty in any area of your home, you may find it frustrating to struggle with reception in your own home.

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## *It's Never Too Late to Help Your Heart*

A new study shows that a heart-healthy diet can offer benefits even to those who have established heart disease. Researchers at McMaster University in Hamilton, Ontario, Canada, found that older people with heart disease who ate the most fruits, vegetables, fish, and nuts had a much lower risk of having another heart attack or stroke than those with an unhealthy diet. Their overall risk of dying was also lower.

Many people who have had a heart attack think that medication alone will help prevent another one. While taking medication is important, a healthy diet offers significant benefits as well. The study showed that a heart-healthy diet offered up to a 35 percent lower risk of heart or stroke related death over those who were taking medication alone.

While it has long been known that a healthy diet helps your heart, this study is noteworthy because it is the first international, major study to show that this type of diet offers benefits for those on medication for existing heart disease. It helps address the concern many older people have that it might be too late for them to improve their heart health. This study shows that changing your diet at even a later age can have a significant impact.

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## *You Can't Always Blame the Bad Guys for Data Loss*

It's easy to take the safety of your business' critical your information for granted, especially if you've never experienced data loss. If that's the case, consider yourself lucky! According to a Ponemon Institute study, data breach incidents cost companies \$194 per compromised record in 2011. And while most businesses focus heavily on preventing hacking, viruses and malware and other external intrusions, it's not always the bad guys who cause data loss.

Human error is one of the biggest contributors to data loss and happens frequently within busy organizations. Let's face it, we all make mistakes -- the accidental deletion of a file can easily occur with the simple click of a mouse and result in legal and regulatory consequences for your business.

Equipment and software malfunction can also lead to a loss of data. The crash of a hard drive or a corruption of software may not only restrict access to important information, but also result in an expensive and time consuming recovery processes.

And there's more... earthquakes and hurricanes can have a devastating effect on your business as can a loss of power from a snowstorm or thunder shower; a broken water pipe can lead to the flooding of a server room. Unfortunately, we have very little control over natural disasters such as these, yet they can all contribute to data loss.

A comprehensive data loss prevention plan, which includes regular, scheduled backup, can prevent the potential consequences from everyday threats to your data. And remember to implement a disaster recovery plan so you can recover quickly if a data loss occurs.

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