

## What's Inside This Month?

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August SPECIALS!*

## *Why Data Security is Important*

Data security is important to most businesses. Financial information such as accounts and tax details, or employee information - including payroll and personnel records - could be very difficult to replace. This could expose you to certain risks that need managing carefully. If you lost data through human error, fire, theft or for some other reason, you would at the very least have to spend time and effort collecting and reproducing the information.

More seriously, loss of confidential or sensitive data could expose you to the risk of fraud or copyright breaches. Your sales, distribution and the reputation of your business could be directly affected. Projects in progress - eg new product designs - could be delayed as the work is redone.

Losing data in a customer database - such as customer names, contact details and information on their buying habits - could prevent you targeting customers with appropriate mail shots or informing them of new products. This could mean you lose potential sales, and revenue.

A virus can damage your business by making documents stored on computers unusable. As more and more business is conducted via email, a virus can also make getting in contact with suppliers and customers more difficult. This can mean delays in making purchase orders and taking customer orders.

You should also remember that you have a responsibility to safeguard any personal data that you store. You may be committing an offence under the Data Protection Act if you don't guard against unauthorized access to, and accidental loss of, damage to or destruction of personal data.

## *Thoughts from Tim Puliz*

Greetings, fellow humans! I do hope this August brings you a warm sense of peace. Yes, there are many issues presently challenging humanity: extreme weather trials, economic trials, sensationalist courtroom trials . . . hmmm, a whole trail of trials! We're human. Of course it's tempting to feel harpooned by anger, sadness and fear from what we see and hear, and allow it to weigh down our optimism.

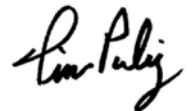
Bottom line is we need to work hard to buoy it right back up. Pessimism is a huge deterrent to individuals, families, businesses—and nations. Much can be achieved by seeing that the glass is half full. Perception plays a big part in government, economy, business, as well as home life, and perpetuating optimism is healthy and helpful to all of us in the workplace and in our own backyards.

I have a feeling this August will be looked upon as the rebound month; when positive actions propel positive outcomes. It doesn't hurt to think positively, does it?

Speaking of which, I have a lot of faith in positive thinking. One good way to generate positive thinking is for my company to do a great job, thereby getting you to think positive thoughts about us. Your trust in us to take care of your data security and storage needs is not only appreciated but truly an honor—which generates more positive thoughts for me! You count on us; we count on each other.

Take time to enjoy this August and its unique offerings, such as fairs, festivals, and freshly harvested fruits & veggies—all great sources of positive energy.

Have a positively wonderful August!



## *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, or media vaulting, please feel free to give us a call or send us an email - [info@pulizrecords.com](mailto:info@pulizrecords.com).

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**Puliz would like to offer any existing records storage client  
ONE FREE MONTH OF SHREDDING if they allow Puliz document  
destruction to become their shredding vendor.**

## Vinyl Record Trivia

August 12 is Vinyl Record Day.

The first flat discs, called records, were produced in 1887 to be used in toys.

A vinyl record consists of a disc of polyvinyl chloride plastic, engraved on both sides with a single concentric spiral groove.

The first vinyl records were produced in 1930. Before that, records were made from a brittle substance containing shellac.

The Beatles originally wanted to include a picture of Adolph Hitler on the iconic cover of their Sgt. Pepper's Lonely Hearts Club Band, but removed it at the insistence of Parlophone Records.

Record Industry, located in the Netherlands, is the largest vinyl pressing plant in the world. They can produce over 30,000 records per day.

One of the most valuable vinyl records is "That'll Be the Day" by The Quarrymen. Only one copy was made and has always been owned by Paul McCartney. It is valued at \$200,000.

The Rolling Stones released the first album cover not to feature a band photograph with their 1968 album called "Beggars Banquet."

Long-playing records became the prevailing format in 1948, when Columbia Records introduced the first successful 12-inch disc, allowing up to 30 minutes of playing time per side.

## Dog Days of Summer

The term "dog days of summer" is one that most people are familiar with. But do you know what it means? Technically, the "dog days of summer" run from July 3 to August 11, and are associated with the hottest days of the season.

The dog reference has to do with the night sky. Sirius, the brightest star in the summer sky, is in the constellation called Canis Major, which means "big dog." Ancient people living in the Mediterranean region believed that such a large star as Sirius generated heat, just as the sun does. During the days from early July to mid-August, Sirius is in conjunction with the sun. This means that it rises and sets, and is in alignment with, the sun. These ancient people thought that the heat from the sun was being joined by the heat from Sirius, causing much warmer days. They called this time of year the "dog days," after the constellation Canis Major.

Folklore about these unique days continued into relatively modern times. You can probably still find some older folks who remember the old wives' tale about fish losing their teeth during the "dog days of summer." With no teeth, the fish developed sore gums and were unable to feed until the return of cooler weather. For these folks, this helped explain why fishing at their regular fishing holes was so poor during the late summer months.

## August Events

- 1 Girlfriend's Day
- 1 National Minority Donor Awareness Day
- 1 Respect for Parents Day
- 2 National Night Out
- 4 Coast Guard Day
- 6 National Fresh Breath Day
- 6 National Mustard Day
- 7 Professional Speakers Day
- 7 Sisters' Day
- 8 Happiness Happens Day
- 9 Veep Day
- 12 International Youth Day
- 12 Vinyl Record Day
- 13 National Garage Sale Day
- 14 Navajo Code Talkers Day
- 15 Best Friend's Day
- 15 National Relaxation Day
- 18 Bad Poetry Day
- 19 National Aviation Day
- 19 National Men's Grooming Day
- 19 World Humanitarian Day
- 20 International Homeless Animals Day
- 21 Poet's Day
- 22 Be an Angel Day
- 25 Kiss and Make Up Day
- 26 Women's Equality Day
- 28 Race Your Mouse Around the Icons Day
- 29 More Herbs, Less Salt Day
- 30 National Holistic Pet Day



### Astrological Sign:

Leo (Jul 23-Aug 21) & Virgo (Aug 22-Sept 23)

Flowers: Gladiolus, Poppy  
Birthstone: Peridot

### August is also:

- Children's Eye Health and Safety Month
- Children's Vision and Learning Month
- Get Ready for Kindergarten Month
- Happiness Happens Month
- National Immunization Awareness Month
- National Inventors' Month
- What Will Be Your Legacy Month



## Healthy Living

Green tea could be a key to helping you lose weight. A recent study showed that overweight subjects who were exercising regularly lost three more pounds and seven percent more belly fat when they drank green tea over other beverages with the same calories.



**Never be afraid to sit awhile and think.**  
– Lorraine Hansberry

## Switch Tip

A heavy key chain loaded down with lots of keys can actually do damage to your ignition switch. The weight bouncing around while you drive can harm the tumblers inside the ignition, eventually leading to ignition switch failure. If you do need to carry around many keys, buy a key chain that comes in two connectible parts. Place only your car keys on one side and the rest on the other. Remove the excess keys whenever you drive your vehicle. If you find that your ignition switch is getting a bit sticky when starting, you may already have some damage.

A budget tells us what we can't afford, but it doesn't keep us from buying it. – William Feather

If you would be wealthy, think of saving as well as getting. – Benjamin Franklin

Never spend your money before you have it. – Thomas Jefferson

Save a little money each month and at the end of the year you'll be surprised at how little you have. – Ernest Haskins

The mint makes it first. It is up to you to make it last. – Evan Esar



## Win \$20 gift card to Starbucks!

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:

**Riddle:** Arnold Schwarzenegger has a big one  
Micheal J Fox has a small one  
Madonna doesn't have one  
The Pope has one but he never uses it  
Bill Clinton has one and he uses it all the time!  
What is it?...

**Last Month's Answer to:** *One planet does not tilt as it goes around the Sun. Thus it has no seasons. What is this planet?*

VENUS

Last month's Winner:

**LESLIE KLEIN**

SIERRA PACIFIC FEDERAL CREDIT UNION

Email your answer to [info@pulizrecords.com](mailto:info@pulizrecords.com)

## Curing the Afternoon Slump

You know the feeling. Your eyelids start to feel heavy, you have trouble concentrating, and your energy level plummets. The afternoon slump happens to many people during the time between lunch and quitting time. Next time you feel sleepy at your desk, try these strategies to reenergize.

### TAKE A BREAK.

It is not enough to just take a break from your work. You also need a change of scenery. There is nothing better than heading outside for about ten minutes. If you can, walk for a few minutes. Not only will the sunlight boost your mood, but the movement will help your body feel more energetic. You will also get a dose of vitamin D, which is beneficial to you both short- and long-term.

### HAVE A SNACK.

Grab something to eat, but not just any snack. Foods loaded with carbs will further deplete your energy level. Instead have something rich in protein, like some low-fat cheese, a hardboiled egg, or some sliced turkey. You can also indulge in some dark chocolate. It is full of healthy fat and antioxidants and even has a small amount of caffeine.

### HAVE SOME TEA.

Instead of grabbing another cup of coffee or an energy drink, try some tea instead. There is some caffeine in tea, but it is also full of antioxidants. The change to a flavored tea can be enough to awaken your senses for the rest of the day.

THINK I MIGHT  
NEED  
DESTRUCTION  
SERVICES  
NOW?



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# Simplify Your Life

Are summer activities making your life hectic? Consider these ways to slow things down.

## **Get rid of distractions.**

Trying to cram everything into your day will make for a full schedule--and a hectic life. Look for ways to cut down on your list of daily activities. Eliminate needless television watching. Cut your magazine subscriptions down to a manageable level. Cut back on your children's planned activities. Make simple dinners a few nights a week.



## **Get rid of the clutter in your life.**

Look around you. If your home is cluttered and full of items you rarely use or enjoy, consider cleaning out the junk. Not only will you have simplified your living space, you'll have fewer things to clean, giving you more time for other activities.

## **Get enough sleep.**

Nothing makes it harder to get through the day than lack of sleep. If you constantly find yourself short on sleep, try going to bed at 9:00 p.m. once or twice a week.

## **Take time for yourself.**

Set aside time each day to reflect, walk, read, or do an activity that you really enjoy. Take up a hobby that interests you. Take time each day to be grateful for all you have.

## **Look for the simple pleasures.**

During any free time you have, choose simple activities that allow you spend time with friends and family. Have a potluck picnic, instead of a large dinner for guests. Go for a bike ride with the kids, instead of going to the amusement park for the day. Take a daily walk and enjoy your neighborhood.

## **Just say no.**

Instead of trying to please others, consider whether you really have time for each task someone asks you to do. If the answer is "No," then decline. It helps sometimes to have a standard response for each request you don't have time for. Try saying, "I'm busy with other things right now, but thanks for considering me," or "I'd love to help, but my commitments are pressing right now."

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## Five Summer Lightning Myths

During the summer, thunderstorms can not only bring rain, but thunder and lightning. To protect yourself from dangerous lightning, keep these common myths in mind next time you see a storm brewing.

### **1. Lightning never strikes twice.**

Many locations and objects get hit by lightning several times every year. These include tall buildings like Chicago's Sears Tower and the Empire State Building in New York. There are also locations, such as mountain peaks, that will receive many lightning strikes each season. Other large structures, such as radio-television antennas, also can receive repeated strikes.

### **2. Lightning only occurs with thunderstorms.**

While lightning does require moisture in the air to form, it doesn't have to be raining to create lightning. In fact, one of the most dangerous times for a fatal strike is just before a storm. Lightning can also travel horizontally, striking in areas that are still sunny. It is even possible for lightning to form during snow showers.

### **3. Lightning is only a danger outdoors.**

Shocks from lightning strikes can travel into structures, usually through metal pipes, bathtubs, and electronic devices. If there



is lightning in your area, stay off of your telephone, do not take a shower or bath, and limit your computer use. It is also possible for lightning to strike through a window, so if there is a danger of lightning in your area, take precautions to avoid this danger by closing any open windows and doors.

### **4. A person who has been struck by lightning shouldn't be touched.**

Lightning strike victims are not electrified by the jolt. In fact, they carry no electrical charge and most likely need assistance from those nearby. Rescue personnel should be immediately called, and the victim should be evaluated by bystanders immediately, as they often need CPR to survive.

### **5. Lightning will not strike bodies of water.**

Lightning can in fact strike anywhere, including on water. Being on a boat or swimming will not protect you from a lightning strike. Lightning strikes to water have been known to kill fish in the immediate vicinity. To protect yourself, anytime there is the danger of lightning, even if none has been seen yet, you should remain indoors until the danger has passed.

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**BITS and PIECES** is a free monthly newsletter from your friends at

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