

Meet the Team



This month the “Meet the Team” is a link to a podcast. Kristjan and I were recently interviewed for the RIMPro Report which is a podcast highlighting people and events in the information management business. Tom Adams runs the RIMPro report and asked us about our story. We sure enjoyed telling it and if you want to hear it click on the following link.

Click [here](#) to hear the RIMPro Report about Phoenix Recycling.

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.

Thoughts from Patti & Kristjan

Hats off to our amazing customers!

This month I took on a project that has been waiting for me for a long time. Maybe the warm weather inspired me to tackle it! The project was to overhaul the routing for our on-site trucks. When we launched our on-site shredding service 4 years ago there was not much in the way of routing but as this service has grown over the years we have tried to route the on-site trucks as best we could. The on-site division has now grown to a point where our routing was glaringly inefficient. To correct this I tossed out the old routes and started with a blank canvas. I redesigned the routes to increase our efficiency with both our City of Winnipeg routes and our rural routes. To make the new routing a reality we needed to shift the schedules of some clients to get everyone on their new route. When I called our customers to tell them about the new routing everyone was so pleasant and happy to work with us to make the new routing work.

We have been tracking our kilometers and fuel consumption with the new routing and I am very pleased to say that the new routes will save over 2,000 litres of diesel. It seems that charging a fuel surcharge is becoming an industry standard; we are pleased to say the we do not charge a fuel surcharge and taking on projects like this allow us to stay efficient and keep costs down for our clients. As a green company we always strive to reduce our footprint and this is a great achievement. Thank you so much to all the customers who embraced the new routing with enthusiasm. It is a true honour and pleasure to serve such a great group of people and businesses.

All the best,
Patti & Kristjan

Have A Question For Us?

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 e-mail.

**Contact Information: (204)222-5096 or
email karen@phoenixrecycling.ca**

Refer Us To Someone!

If you refer us to someone and they become a regularly scheduled customer, purge customer with more than 100 boxes, or box storage customer, we will reward you with a \$25.00 VISA gift card!

CALL FOR DETAILS!

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.

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.

August Events

- 1 British Columbia Day (BC)
- 1 Heritage Day in Alberta (AB)
- 1 Civic/Provincial Day (MB, NT, ON, SK)
- 1 New Brunswick Day (NB)
- 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
- 15 Best Friend's Day
- 15 National Relaxation Day
- 18 Bad Poetry Day
- 19 National Aviation Day
- 19 Gold Cup Parade (PE)
- 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

Go Jets Go!

In honour of our newly returned NHL team the Brain Buster prize for August is a **Winnipeg Jets 2011 Reebok Jersey**. Now the prize winner may have to be patient for their prize because we have heard the jerseys won't be available till sometime in September but, it will be worth the wait!

Good luck!

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 mind bender:

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:

SHELLY KSZYWIECKI
PBAS

Congratulations!

Email your answer to karen@phoenixrecycling.ca

QUICK SERVICE PROFILE:

As a full service provider of shredding & storage services we have a full range of solutions to meet our client's needs. This month's quick service profile is on "On-Site Shredding."



On-Site Shredding is for when your organization needs to destroy confidential items quickly, at your facility and with your staff witnessing the destruction. This service is usually used at times when organizations need to witness the destruction as mandated by management or due to the nature of the confidential items. Strict adherence to procedures and policies provide a secure process for destruction.

Click here to learn more about Phoenix's [On-Site Paper Shredding](#)

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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.