

## Happy 15th Anniversary to DataSite

Has it really been fifteen years this May since DataSite began operations in 1993?



Who? What? Where? Why? There are so many questions to ponder with fifteen years. Who began these DataSite years? What have we learned through these fifteen years? Where has the time gone? Why were we successful while other companies did not survive?

Here are some answers for inquiring minds that want to know. DataSite was started in 1993 by two ordinary people with an extraordinary thought. Shouldn't there be a *higher* service level that people *should* expect from a company in the *off-site data storage* business? There were two guys working at Shurgard Records Management (Dale Mitchell was the Controller and Dave Heric was the Sales Manager) wondering why a higher *commitment to service* idea was lacking in the storage business. The service idea at the company was to get the Account Managers to increase revenue out of the existing customers. What was being missed was the idea to create a better service level to service the customer better. It seemed in the 90's and it happens today, that service is an overused word with underused applications.

So in 1993, Dale and Dave headed out and went about creating a media storage operation to provide the Puget Sound area with excellent service. The odds that a company makes it past the first year is *only* about 20% and continue to drop as only 5% of the companies survive through the fifth year.

DataSite had a lot of help in getting the operation started. We needed a really good central location to run the business from. We also needed really good software to run the business with, and good people to service our customers.

The location we found in Bellevue was excellent. It has a UL (Underwriters Laboratory) Class 3 vault. This is the best that you

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## The DataSite Traveling Foam

"Foamy" the DataSite travel foam has been traveling in the restaurant circles, only to come upon "Matt's Slaw Dog." To learn more or to see more of Foamy's travels please visit:



[www.datasitenw.com/travels](http://www.datasitenw.com/travels)

*Foamy with Matt's Slaw Dog*

## Thoughts From Dave Heric

Principal of DataSite

Bits and Pieces Turns One!

In the month of Mother's Day, we cradle our baby newsletter in our arms. That's right! Bits and Pieces is celebrating its 1st birthday!



Last year, we wanted a way to keep in touch with our clients and prospects-a way that fit our company's fun and friendly style. The idea of a newsletter came up, but several of us readily pointed out that company newsletters are often soooooo (hang me now?) boring! So, rather than a RIM-laden education-heavy self-promotional rag, we chose to create a newsletter that we ourselves would enjoy. That's how we came up with the idea for Bits and Pieces-a fun and friendly newsletter for a fun and friendly company.

Bits and Pieces is chalk-full of relevant, informative, funny, and quickly read "bits" and "pieces" you can peruse during lunch, on your coffee break, while waiting on hold, or even while driving the forklift ...okay ...well maybe not while driving the forklift, but you get the idea.

If you've enjoyed the Bits and Pieces over the past year, please let us know! Send us an email and tell us so! Better yet -write something for next month's issue! What? Me? Write? It doesn't have to be Pulitzer material -a testimonial, sharing your experience as our client, an upcoming event you may be having. Nor does it have to be novel length. In fact most "bits" and "pieces" are under 150 words! We might not use it but as we've said before ...your willingness to contribute will be greatly appreciated-guaranteed!

My staff and I consider it an honor to handle your company's critical information assets this Mother's Day month and every month of the year! Happy Birthday Bits and Pieces!

*Have a GREAT May (and don't forget mom!!)*

*Dave Heric*

## 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.

425-455-1198 or [info@datasitenw.com](mailto:info@datasitenw.com)

## Residential or Office DESTRUCTION BOXES

3 for \$25.00 --- Includes cost of shredding!



## Happy 15th Anniversary to DataSite

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can find. It is centrally located to the freeways for quick service.

The software we created is the best. Since there was no good software available to run the business, a friend of ours from Microsoft created custom software tailored to running a media storage business. This was no off the shelf system. We needed something that really was made to run this kind of business. DataSite's software is a state of the art, web based system that integrates the clients need for reporting with the efficiency needed to run a dynamic media storage based business.

Rather than looking at people that are just passing through, DataSite has created an environment for people to want to stay. When employees stay at a company, the customer always benefits. Most of the employees at DataSite have been with us quite a long time. This is not by chance, but by design. While the operations at DataSite are efficient, precise and very detailed, DataSite has created an employee environment of fun, respect and opportunity.

Opportunity has continued to be created at DataSite. In 2002, our customers had more than media to store and put pressure on DataSite to expand into the hard copy side of the business. In concert with a new partner Doug Jordan, we opened a 40,000 square foot hard copy storage facility in North Seattle. In 2005, our customers had destruction service needs and pushed us to expand again. We purchased a shred truck and currently shred paper at the customer's site in the Puget Sound area. In 2006, we expanded our services again to include e-vaulting services for customer back ups.

After all our growth, we still ask the customer what more they want from us. We have yearly customer surveys, and we have created a monthly newsletter to solicit more interaction with the customer. Customers love our pens, shred truck foamy, puzzles and many countless items to get them involved with DataSite.

Thank you for being our customer and letting us serve you all these years.

## How to Display the American Flag

The Flag Code was adopted in 1976 and outlines the proper etiquette for displaying the American flag. Before you head out to your flag pole with Ole Glory, review these tips for proper flag-flying:



- You may fly the American flag 24 hours a day, 365 days a year, if you wish. The custom is to fly the flag from dawn to dusk. If you fly the flag after dark, it should be illuminated and never left in total darkness.

- To display the flag horizontally or at an angle, keep the stars of the flag at the peak of the staff.

- When flying other flags with the American flag, the American flag should be at the peak of the pole, with the other flags flown under it. If you are using multiple poles, the American flag should be in the center of the arrangement and should be displayed higher than those from other countries.

## May Events

- 1 National Day of Reason
- 4-10 Teacher Appreciation Week
- 5 National Skin Self-Examination Day
- 6 National Teacher Day
- 10 World Fair Trade Day
- 11 Mother's Day
- 12-18 Children's Book Week
- 14 Donate a Day's Wages to Charity Day
- 15 International Day of Families
- 16 National Bike to Work Day
- 17 Armed Forces Day
- 18-24 World Trade Week
- 21 World Day for Cultural Diversity for Dialogue
- 24 International Jazz Day
- 25 National Missing Children's Day
- 25 Neighbor Day
- 26 Memorial Day
- 30 Hug Your Cat Day



### May is also:

- Family Wellness Month
- Motorcycle Safety Month
- National Barbecue Month
- National Military Appreciation Month
- National Preservation Month
- National Stroke Awareness Month
- Teen Self-Esteem Month
- Women's Health Care Month



## Mother's Day - May 11<sup>th</sup>

*There is no way to be a perfect mother, and a million ways to be a good one. -- Jill Churchill*

## Have a Safe Memorial Day Weekend

Memorial Day marks the beginning of the summer recreation season. Unfortunately, it can sometimes be a time for accidents. Make sure that you and your family are safe this Memorial Day weekend by remembering these simple safety tips.

**PLAY SAFELY:** If you are going to be spending time near or on the water, don't forget to be safe. If you will be on a boat, wear a life jacket, follow all boating rules, and don't operate a boat while drinking. If you will be swimming, remember to swim with a buddy, swim only in safe water, and never dive into shallow water. If you will be spending any time in the sun, don't forget to use sunscreen and wear a hat.

Everyone at DataSite is always pleasant and helpful. Thank you!

Melanie Kloser  
Car Pros

## Taming the Paper Beast

If you are like most people, you have drawers full of old bank statements, financial records, and other important documents. This paperwork does need to be saved for a period of time, but not usually indefinitely. Here are some guidelines for knowing when to keep or when to toss that piece of paper. If you are going to throw out any personal financial documents, you should shred them before placing them in your trash.

- Keep tax returns, bank statements, mortgage statements, and other records documenting tax deductions for seven years.

- Pay stubs only need to be kept until you receive your annual W-2 and have verified that it is accurate.

- Keep records of IRA contributions indefinitely, along with your retirement and savings plan statements. If you receive quarterly statements, keep these until you receive your annual statement, and then keep only that.

- Receipts and bills for large purchases should be kept for the life of the item, in the event you need documentation for a warranty or insurance claim.

- Records related to your mortgage should be kept permanently, including your mortgage contract, receipts for home improvements, contracts with your real estate agent, and other documents related to the sale or purchase of your home.

## Want to Win a \$50 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 a \$50 VISA Gift Card! At the end of this month we'll draw one lucky name. Here is this month's challenge:

**Question:** Using all of the letters below, rearrange them to make a real word.

sialeinabt

Believe it or not, there are actually TWO words you can make, each using all of the letters. If you can come up with both, we'll enter you into the drawing TWICE!

Can you come up with even one?

### Last Month's Answer:

The answer to last month's riddle about who is considered the "Father of the Blues" is: W. C. Handy. William Christopher Handy, is black American composer who changed the course of popular music by integrating the blues idiom into the then-fashionable ragtime. Among his best-known works is the classic "St. Louis Blues."

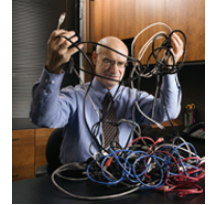
### Last Month's Winner:

**RICHARD PARK**  
**TIETOENATOR, INC**

E-mail your answer(s) to "info@datasitenw.com."

## Web Site of The Month

Files, paper, technology, cables, data and other office accessories need a home – whether you work from a traditional or home office. Learn how to make your office a more productive and inviting place to work when it's organized and clutter-free.



[www.lifeorganizers.com](http://www.lifeorganizers.com)

I just have to say...You and your team ROCK!

Thanks for getting us what we need with lightning speed. You are very much appreciated.

Tracey Lightburn  
Legal Services  
Casey Family Programs

## Referral Partner of the Month

**DANA HOSHIDE**

PRODUCTION MANAGER

Densho: The Japanese American Legacy Project

Thanks, Dana!



## LET DataSite HANDLE ALL YOUR NEW MEDIA PURCHASES.

- Free Delivery
- Library Labels
- Label Application
- Stock on Hand



Quantum

TDK

IBM

FUJI

EXABYTE



SONY

maxell

## **BITS *and* PIECES**

is a free monthly newsletter  
from your friends at DataSite  
12000 NE 8th Street  
Bellevue, WA 98005  
425-455-1198  
www.datasitenw.com



## **What's Inside This Month?**

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**Web Site of The Month**

**May OFFERS!**

## ***How to Say No***

**I**t can be hard for a go-getter to find enough time in the day to get everything done. Often, projects for other people pile up, keeping you from taking care of all the little things in your own life. While it is usually satisfying to participate in volunteer work, you may find that you don't have the time right now to commit to any new projects.

The best way to avoid this is to learn to say "No" when you are asked for the umpteenth time to work on that overdue report a colleague forgot, to bake cookies for the entire third grade, or to head the annual rummage sale at your church. It can be hard to say "No," especially if you are dealing with friends or coworkers.

The key is to be truthful, but firm in your response. If you are vague when saying "No," you'll simply run into more problems. People who are seeking your help will not hear you declining. They will simply think you need more persuading. It is crucial to be confident and firm in your response, so that they know you will not change your mind with more pressure.

Read over these well-worded excuses to help you next time you are cornered and pressured to commit to a new project.

"Not at this time, as my calendar is loaded for this month."

"I've had several unexpected things pop up in the past few weeks that I need to take care of first before I take on anything new."

"I've seen you working on similar projects and know that you are actually the best person for the job, not me."

"I don't have strong skills in that area, so I'm certain I wouldn't be of any help to you."

"I have several projects lined up right now. Only when those are finished can I look at adding anything else."

"My time is very divided lately, so adding this on would compound that issue. I'm confident that I would not be able to do my best on this project right now."

"I always hope to offer my best on anything I work on, but with my other duties, I'm not able to offer this to you at this time."

"I'm actively seeking more peace in my life, and this does not allow me to continue with this goal."

"My family is in need of more of my attention right now, so I am putting the brakes on outside projects for a while."