

## FEBRUARY SERVICE

### AWARDS

*Celebrating Pacific Employee Anniversaries*

#### 23 YEARS

Lori Ornellas

#### 21 YEARS

Tony Silva

#### 19 YEARS

Tim Hoskins

#### 14 YEARS

Ellen Clare

#### 4 YEAR

Kenneth Porcho

#### 1 YEAR

Dan Royal

*“To love deeply in one direction  
makes us more loving in all others.”*

— Anne-Sophie Swetchine

### What’s Inside This Month?

*Thoughts from Richard Steed*

*Want to Win a \$25 Amazon Gift Card?*

*February Trivia: Super Bowl Firsts!*

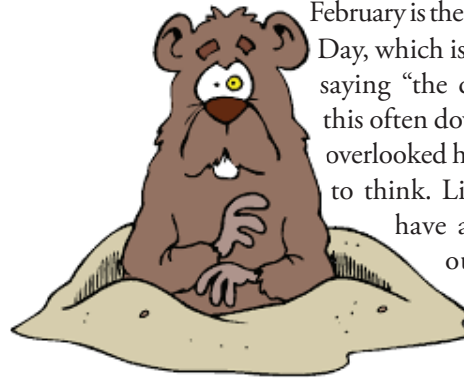
*Attracting Backyard Visitors*

*Records Management Tips for Tax Season*

*2018 Go Green Report*

*February Offers!*

## Thoughts from Richard Steed



February is the month of Groundhog Day, which is really a polite way of saying “the dead of winter.” But this often downplayed or outright overlooked holiday, gave me pause to think. Like the groundhog, I have a choice. I can peek out from my burrow and say, “Yuck, it’s the dead of winter,” and hole up for another six weeks. Or I can say, “Yeah! Days are longer and brighter. Spring is on the way!”

I suppose, just like Bill Murray’s character in the movie Groundhog Day, we really make that choice every day of our lives.

I find February—our “dead of winter” month—to be our most interesting month. Aside from Groundhog Day being a rather interesting holiday concept, February has its own unique number of days, which is pretty cool. And it’s also the month in which we celebrate love. Usually, we tend to celebrate romantic love or love between parents and their children during this month. This February I challenged myself to think about what other kinds of love one might celebrate. It wasn’t much of a challenge because the answers came to me right away. I’ve said before how much I love my job and the people for whom I work. Those are facts worth celebrating every month!

Many people are not that fortunate to love what they do and whom they do it for. Other things I love? Recently we’ve had tons of requests for file purges. I love being part of the solution that helps offices in our region become organized and more efficient. I’m also thankful to be part of a community that takes information security seriously when it comes to shredding and recycling. I especially enjoy sharing with you every month through this newsletter.

I love that you respond to our trivia quizzes, take advantage of our coupons, send us referrals and share testimonials. But most of all, I love being “outside the burrow” making sure the information you’ve entrusted to us is safe and sound.

Have a LOVE-ly February!

*Richard*

# Shred 6 Drives for the Price of 5!

One (1) Hard Drive shredded FREE for every five (5) you bring in during the month of February!

## February Trivia: Super Bowl Firsts!

This year, the Super Bowl will be played on February 3rd in Atlanta, GA. Test your gridiron knowledge of Super Bowl firsts with this fun trivia quiz.

1. In what year was the first Super Bowl played?
2. Who was the first team to score 50 points in a Super Bowl?
3. Which domed stadium was the first to host a Super Bowl?
4. When did the Super Bowl get its name, having previously been called the AFL-NFL World Championship?
5. In 1976, the Dallas Cowboys became the first team to advance to the Super Bowl as what?
6. Who was the first team to lose three Super Bowls?
7. Which Super Bowl was the first to have no cheerleaders at the game?
8. This year, Super Bowls ads will top \$5 million for a 30-second spot. How much did the first Super Bowl commercials cost, adjusted for inflation?
9. During the first Super Bowl half time, who was the featured performer?
10. Who were the first two coaches leading teams in the Super Bowl?

*Answers on back page!*

## 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)**

## By the Numbers: Cell Phones

- About 91 percent of American adults own a cell phone, with almost half of those owning a smartphone.
- Around 57 percent of all American adults use their phone to access the Internet, with 34 percent of those using their phone more than any other device to go online.
- 67 percent of cell phone users check their phone for messages, calls, or alerts—even when they did not hear their phone ring or vibrate.
- 44 percent of cell owners sleep with their cell phone next to them because they do not want to miss calls or messages sent during the night.
- 29 percent of cell phone users say they could not imagine living without access to their cell phones.

*Source: Pew Research Center*

## February Holidays and Events

### Daily Observances:

- 1 National Wear Red Day
- 2 Groundhog Day
- 2 Take Your Child to the Library Day
- 6 Digital Learning Day
- 8 Laugh and Get Rich Day
- 9 Read in the Bath tub Day
- 10 Man Day
- 11 National Shut-In Visitation Day
- 11 Satisfied Staying Single Day
- 12 International Pancake Day
- 13 Ash Wednesday
- 13 Employee Legal Awareness Day
- 14 Saint Valentine's Day
- 15 Susan B. Anthony Day
- 18 Presidents Day
- 18 George Washington's Birthday
- 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
- 28 National Tooth Fairy Day

### Monthly Observances:

- Teen Dating Violence Awareness and Prevention Month
- National Time Management Month
- AMD/Low Vision Awareness Month
- American Heart Month
- Bake for Family Fun Month
- Fabulous Florida Strawberry Month
- International Boost Self-Esteem Month
- International Expect Success Month
- Library Lovers Month
- Marfan Syndrome Awareness Month
- National Bird-Feeding Month
- National Black History Month
- National Cherry Month
- National Children's Dental Health Month
- National Mend a Broken Heart Month
- National Parent Leadership Month
- National Pet Dental Health Month
- Plant the Seeds of Greatness Month
- Return Shopping Carts to the Supermarket Month
- Spay/Neuter Awareness Month
- Spunky Old Broads Month
- Wise Health Care Consumer Month
- Worldwide Renaissance of the Heart Month

## PacBlog

### *Behind the Scenes of a Document Scanning Service*

PacBlog is the monthly web log of Pacific Records Storage. To read this month's installment, please click the title below.

<https://pacific-records.com/behind-the-scenes-of-a-document-scanning-service>

You may also access the PacBlog at the URL below. There you will find this month's installment along with archives of previous installments.

<http://pacific-records.com/category/pacnews>

### *Green Living: Small Cookin'*

Heating up your standard electric oven creates almost three pounds of carbon dioxide. Consider alternatives if you are cooking smaller items. Appliances such as microwave ovens, toaster ovens, and slow cookers use far less energy and thus have less of an environmental impact.

### *Do You Want To Win A \$25 Amazon 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:

Who earns a living by driving their customers away?

**Last Month's Answer to:**

? F M A M J J A S O N D

What does the missing letter stand for?

**January**

Last month's Winner:

**DIANE BERTILACCHI**  
**DIGNITY HEALTH**

**ST. JOSEPH'S MEDICAL CENTER**

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

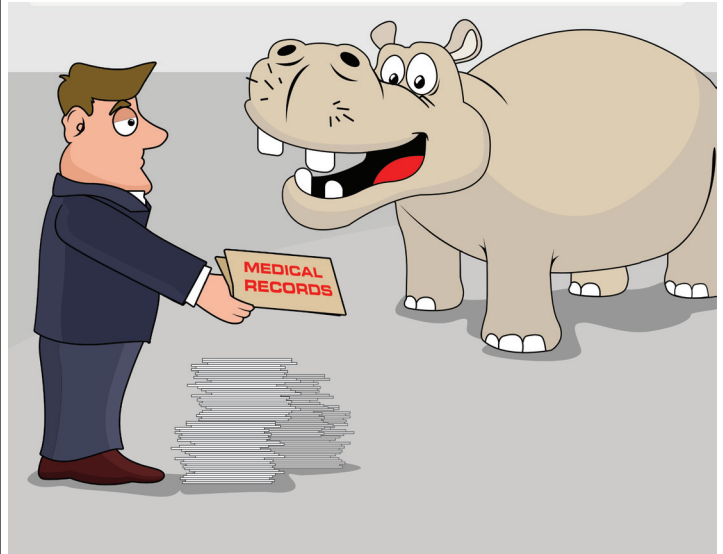
## *Attracting Backyard Visitors*



Winter is a great time to begin attracting and feeding birds around your home. The key is to keep your bird feeders clean and filled. During the winter months, fill your feeders every day, but only with an amount of seeds that the birds will eat in a day. This helps protect from scavengers such as squirrels and raccoons.

If there is snow in your yard, stamp down the snow around the feeder to allow birds to forage off the ground. Birds also need a steady supply of water for drinking and bathing. You can purchase small birdbath heaters to prevent your water source from freezing.

To keep birds coming back to your feeder, you will need to clean it. Use a mild bleach solution (1/4 cup bleach to two gallons of warm water) and be sure to rinse your feeder very well. With some luck and a bit of tender loving care, your yard can become an oasis to many feathered friends.



Bob's poor research skills led him to an unfortunate misinterpretation of "HIPAA Compliance."

## **3 months FREE secure Destruction service**

Get 3 months of free Secure Destruction service when you sign up for a new Secure Destruction account with a one-year agreement. Just mention this coupon! Email [info@pacific-records.com](mailto:info@pacific-records.com) for more information.



## Go Green Report:

2018 TONS Shredded: 4318 (8,436,000 Lbs!)

	Quantity	Financial Value
Trees Saved	73406	\$18,351,500
Gallons of Water Conserved	30,226,000	\$ 136,017
Killowatts of Energy saved	17,703,800	\$ 1,416,304
Cubic Yards of Landfill Saved	14,249	\$ 712,470
Pounds of Pollutants kept out of Atmosphere	259,080	\$ 1,295,400
<b>TOTAL Savings to Environment</b>		<b>\$21,911,691</b>

Sources: U.S. EPA calculations and actual prices from wholesale suppliers of paper, electric, water and landfill companies.

## Records Management Tips for Tax Season

Tax season is here, and for small business owners, waiting until the last minute to file can be costly. Now is the time to get your records in order. Tax preparation is time-consuming and stressful even when you're organized, but with a cluttered office, it's a real headache. Start by sorting your documents into groups based on their retention timeframe. Permanent records to keep indefinitely include:

- Brokerage statements
- Capital improvement related receipts
- Vital business documents

To protect and preserve your permanent records long term, store them offsite in a records center where they're tracked with bar codes, and make sure you can access them any time.

Records with current business, administrative, or marketing value may not have a legal retention requirement, but they still serve an important role to your company. Consider digitizing these documents to save space and enhance your workflow capability.

Identify any obsolete or expired documents. Permanently storing outdated records increases your identity theft, business fraud, and legal liability. Your document shredding provider can bring secure shredding containers to your office, allowing for a quick and secure purge of your expired documents.

Following these tips makes filing your taxes simpler and smoother. Remember to check with your tax professional to verify your tax filing requirements.

***The 2019 calendars are in!***

**Please email us if you didn't get yours and would like one: [info@pacific-records.com](mailto:info@pacific-records.com)**

### TRIVIA QUIZ ANSWERS:

1. 1967. 2. San Francisco 49ers. 3. The Superdome in New Orleans. 4. 1969. 5. A wildcard team. 6. Minnesota Vikings. 7. Super Bowl XLV in 2011. 8. About \$260,000. 9. University of Arizona and Grambling State University Marching Bands, along with entertainer Al Hirt. 10. Vince Lombardi coached the Packers, while Hank Stram coached the Chiefs.

NEWS You Can Use is a free monthly newsletter from your friends at  
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