

## FEBRUARY SERVICE AWARDS

*Celebrating Pacific Employee Anniversaries*

Employee Service:

**26 YEARS**

Lori Ornellas

**22 YEARS**

Tim Hoskins

**17 YEARS**

Ellen Clare

**7 YEAR**

Kenneth Porcho

**4 YEAR**

Dan Royal

**3 YEAR**

Kee Thao

## Thoughts from Richard Steed



Groundhog Day got me thinking this year. Has anybody ever checked to see if the little buggers ever get it right? I mean, we spend all this time and energy—some towns having massive celebrations, forcing the poor creatures into making a pretty chancy prediction—and does anybody have any data on whether these predictions turn out to be accurate? Turns out someone does. The Internet.

I spent some time on the world's largest online encyclopedia and found twenty-two groundhogs—from "Pierre C. Shadeaux" of New Iberia, Louisiana to "Shubenacadie Sam" of Shubenacadie, Nova Scotia to "Stormy Marmot" of Aurora, Colorado (yeah "Punxsutawney Phil" of Punxsutawney, Pennsylvania was in there, too)—that had made many predictions over the years.

But how often do our adorable furry psychics get it right? Those of you who know me well, know I'm not easily impressed. But I have to say I was a good deal impressed with what I found. These little *Marmota monax* get it right quite a bit! The aforementioned Pierre C. Shadeaux seems to be the groundhog who gets it the most right. You know, statistically speaking.

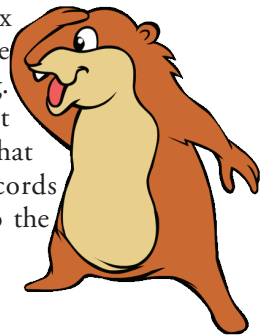
So what's the point? Well the point is this: In order for me to have done that ground(hog)breaking research, the records needed to be readily available. Thanks to the Internet, they were.

Kind of like yours are.

At a moment's notice.

Call me if you need any run over to you.

Happy February!



*Richard*

## What's Inside This Month?

*Thoughts from Richard Steed*

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

*How Recent Data Breaches Could Have Been Prevented*

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## Quick Tips: Organizing

A hanging shoe bag can help organize your cleaning closet. Place scrub brushes, cleaning utensils, sponges, and bottles of cleaners in the pockets. You can also store cleaning rags and towels in the pockets. Not only will you have everything organized, but you can see at a glance what needs to be replenished.

# 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!

## The Mysterious History of Valentine's Day



On February 14th, people around the world celebrate romance and love by giving gifts, flowers, cards, and candy in honor of St. Valentine. But who is this mysterious saint? To understand the customs surrounding Valentine's Day, you need to look back further in history.

In ancient Rome, February was the official start of spring. The pagan festival of Lupercalia was celebrated by cleaning and purifying homes. It was also a time for matching up the city's bachelors with unmarried young women. The young ladies would put their names in a large urn. The men would choose a name and be paired up with that woman. This was done with the hope that a marriage would result. Thus, for centuries the month of February was associated with love and romance.

It wasn't until 498 A.D. that Pope Gelasius declared February 14 St. Valentine's Day. This day commemorated the martyr Valentine, a priest during the third century in Rome. According to one account, at that time, the Emperor Claudius II outlawed marriage for young men after deciding that single men made better soldiers. Valentine felt this was unjust and continued to marry couples in secret. When this was discovered, he was put to death. But not much more is known of St. Valentine, and there is some mystery surrounding the exact year of his death.

In Europe, St. Valentine's Day became a popular celebration around the seventeenth century.

Tokens of affection began to be exchanged by friends and lovers. By the end of the eighteenth century, greeting cards were being printed. It wasn't until the 1840s that people could purchase mass-produced valentines in America. Today, there are over one billion valentine cards sent each year.

***"It does not require a majority to prevail, but rather an irate, tireless minority keen to set brush fires in people's minds."***

—Samuel Adams

## February Holidays and Events

### Daily Observances:

- 1 Chinese New Year
- 1-7 Solo Diners Eat Out Week
- 1-7 Women's Heart Week
- 2 Groundhog Day
- 4 National Wear Red Day
- 5-11 Dump Your Significant Jerk Week
- 6-12 Freelance Writers Appreciation Week
- 7 Wave All Your Fingers at Your Neighbors Day
- 7-11 International Networking Week
- 8 Laugh and Get Rich Day
- 9 National Stop Bullying Day
- 10 Umbrella Day
- 11 Satisfied Staying Single Day
- 12 Darwin Day
- 13 Employee Legal Awareness Day
- 13 Get a Different Name Day
- 13-19 PTA Take Your Family to School Week
- 13-19 International Flirting Week
- 14 Valentine's Day
- 15 Susan B. Anthony Day
- 16 Do a Grouch a Favor Day
- 17 Random Acts of Kindness Day
- 19 National Chocolate Mint Day
- 20 Cherry Pie Day
- 20 Love Your Pet Day
- 21 Presidents' Day
- 21 International Mother Language Day
- 22 Single-Tasking Day
- 22 Spay Day
- 23 Curling is Cool Day
- 23 Tennis Day
- 24 Introduce a Girl to Engineering Day
- 24 National Chili Day
- 24 National Tortilla Chip Day
- 26 For Pete's Sake Day
- 27 Polar Bear Day
- 27-Mar 5 Telecommuter Appreciation Week
- 28 Floral Design Day
- 28 National Tooth Fairy Day

### Monthly Observances:

- NAMD/Low Vision Awareness Month
- American Heart Month
- Bake for Family Fun Month
- Canned Food Month
- Creative Romance Month
- Fabulous Florida Strawberry Month
- Great American Pie Month
- International Boost Self-Esteem Month
- International Expect Success Month

## PacBlog

### Preserving Historical Documents for Generations to Come

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/preserving-historical-documents-for-generations-to-come>

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>

### 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  
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 the name of one lucky winner.

Here is this month's challenge:

What do a car, a tree, and an elephant have in common?

**Last Month's Answer to:**

*What did the duck say when he finished shopping?*

**Put it on my bill please!**

**Last month's Winner:**

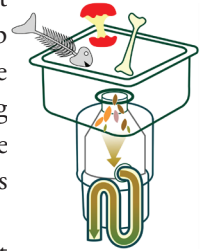
**MARGARET REEDY**

**\*\* CONGRATULATIONS \*\***

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

## How to Ruin a Garbage Disposal

Your garbage disposal is a hard working part of your home. It can seemingly chop up anything put into it. But it does take some care to keep your garbage disposal from becoming damaged or broken. To keep your garbage disposal running at its peak, keep these tips in mind.



- Never run your garbage disposal without also having a strong flow of cold water going. After the grinding has stopped, continue running the water for another 30 seconds.

- Do not allow silverware or other small utensils to drop into the garbage disposal. If one does, use long-handled tongs to remove it.

- Never put your hand into your garbage disposal, even when it is turned off. Do not lean over the garbage disposal when it is running.

- Do not grind large bones or fibrous materials like corn husks, celery, asparagus ends, etc. Do not put liquid fats or grease into the garbage disposal.

- Do not let food sit in your garbage disposal. Run it each time food is placed into it.

### Green Living:

Instead of harsh chemicals, use vinegar in your home for several different cleaning applications. Vinegar can be used to clean out the deposits in a coffeemaker or steam iron. You can also use it to clean and sanitize your washing machine. Simply run your empty washer through a regular cycle, using vinegar rather than detergent.



"He said to tell your  
descendants to backup their files."

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# How Recent Data Breaches Could Have Been Prevented

Top 2021 lists you wish you were on: Man or Woman of the Year, Time's Most Influential People.  
Top 2021 list you want to avoid: Top data breaches of the year. And the winners are...

## Facebook

- **Breach:** In April 2021, a Facebook user published personal data of 533 million users worldwide.
- **Effect:** The phone numbers, names, locations, birthdates, bios, and email addresses of these users became fodder for identity thieves everywhere.
- **Prevention:** Incorporating the best security systems available is important for monitoring and detecting malicious activity. This includes immediately preventing data leaks and alerting about any leaks that do happen. Facebook users must also be cautious about personal information they share there. Changing to a more complicated difficult-to-guess password and updating security settings will also help. To add an extra layer of protection, implement two-factor authentication. The best way to prevent a Facebook breach of your information is to avoid using it altogether and delete your account.

## Colonial Pipeline

- **Breach:** In May 2021, Colonial Pipeline, the largest US refined oil pipeline system, was hacked by cybercrime group, DarkSide, which shut down a major fuel delivery artery. The Eastern European-based group gained control of Colonial's IT network and were paid a ransom of nearly \$5 million to restore control of the network infrastructure and data.
- **Effect:** Colonial Pipeline's 5500 miles of pipe carries 3 million barrels of fuel each day from Texas to New York. To avoid further impact, the system was shut down for almost a week. Since Colonial distributes 45% of the US East Coast's fuel consumption, the shutdown led to panic buying, fuel shortages, and price hikes. The US government and FBI had to intervene.
- **Prevention:** Better ransomware monitoring and alerting security products could have increased prevention. Digital system remote monitoring and continuously backing up files, network assets and configurations is vital. Incorporate ransomware that continuously monitors your systems, immediately detects an attack, and shuts down the affected servers before data is encrypted. State-of-the-art products will back up all your files before they can be changed so that you have a perfectly up-to-date copy to recover from.

Staying vigilant with the best and most current malware and ransomware systems available will keep you and your business one step ahead of the crooks.

*"Silence is one of the great arts of conversation."* —Marcus Tullius Cicero

## 2021 Go Green Report

Just one ton of recycled paper saves 17 trees, 7,000 gallons of water, 9 barrels of oil, 650 kilowatts of energy, 3 cubic yards of landfill space, 165 gallons of gasoline, and 60 pounds of pollutants from the atmosphere.

**Total Shredded: 7,481 Tons!**  
**(14,961,893 Lbs)**

Trees Saved	127,176
Gallons of Water Conserved	52,366,626
Barrels of Oil Saved	67,329
Kilowatts of Energy Saved	4,862,615
Cubic Yards of Landfill Saved	24,687
Gallons of Gas Saved	1,234,356
Pounds of Pollutants kept out of Atmosphere	448,857

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