

FEBRUARY SERVICE

AWARDS

Celebrating Pacific Employee Anniversaries

27 YEARS

Lori Ornellas

23 YEARS

Tim Hoskins

18 YEARS

Ellen Clare

8 YEARS

Kenneth Porcho

5 YEARS

Dan Royal

4 YEARS

Kee Thao

“Being deeply loved by someone gives you strength, while loving someone deeply gives you courage.”

— Lao Tzu

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2022 Go Green Report

February Offers!

Thoughts from Richard Steed

Because February is the month when Cupid floats around depositing flowers and candy into our arms, we tend to mist past the other big draw. What about Mardi Gras?

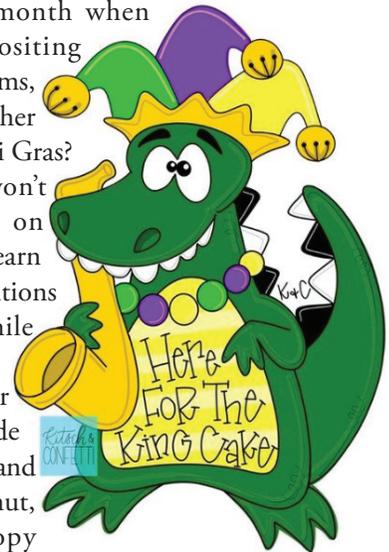
Though most of us won’t be privy to the crazy fun on Bourbon Street, why not learn a bit about some of the traditions that are honored there while we’re here?

Take King Cakes, for example. King Cakes are made from cinnamon laced dough and shaped like a massive doughnut, all gooeyglazed with goopy frosting . . . complete with a plastic baby hidden somewhere inside. These traditional cakes come in three colors: Purple (representing justice), green (for faith) and gold (representing power). Tradition decrees that whoever gets the select slice of King Cake with the baby inside must buy the next King Cake—or throw the next party.

People might think it’s only adults who celebrate Mardi Gras but that’s not the case—certainly not in New Orleans. Children hold their own parades at school and build floats, often utilizing a decorated wagon or some small vehicle they can tug along with them. The kids also enjoy a three-day respite from school each Mardi Gras season.

A more recent tradition is for party-givers from around the continent to concoct ideas that allow Hurricane victims to benefit financially from their Mardi Gras celebrations—great fun for an even greater cause.

Oops, looks like I just grabbed the select slice of King Cake with the plastic baby inside. We have a modified version of this age old tradition, which states that we must continue to keep your data secure. Which, coincidentally, is also our tradition no matter what slice of cake we eat! Your records management needs top our list, so you can simply relax, kick back, enjoy Mardi Gras . . . or kick off a celebration of your own. Either way



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!

Making Small Spaces Bigger

Living in a small home can be challenging. While you usually cannot make your rooms larger, there are some strategies you can utilize to make them seem bigger than they are. Here are some space-enhancing ideas.



Get rid of any clutter and unnecessary items in your rooms. This is perhaps the best way to make a room feel more spacious. Too many items in a room inhibit the eye from expanding out to the perimeter of the room and make it feel small and too full.

Using a monochromatic color scheme in your room can also make it feel larger. You can use several tints of the same color to add some variety. You can also use your furnishings to enhance the size of your rooms. While you should not fill your room with many large pieces, you don't have to settle for lots of scaled-down furniture either. One well-designed prominent piece can add character and personality to a room. Try placing it at an angle and allow some space around it. It is not necessary to place all of your furniture along the wall of your room, with each piece touching each other. By emphasizing the spacing between furniture pieces, you can trick the eye into seeing the room as larger.

The creative use of mirrors can also benefit a small room. Place a large mirror across from a window to increase the amount of light in a room. It will also reflect the outdoors into your room. Several mirrors can be placed together in a grouping on one wall, in a random pattern. You can also make use of glass in your furnishings to open up a space. Glass topped dining tables, accent tables, or work desks give an illusion of spaciousness.

Finally, try to buy furniture that is multi-functional. A dining table with fold-away leaves allows you to only use room space when you need it. A tall entertainment center can store home entertainment equipment as well as books, blankets, and more. You can also find headboards that double as bookshelves and ottomans or chests that offer storage space. Remember that it may take several experiments with furniture placement to find the best use of your individual space.

Quick Tips: Organizing

Tame your kitchen clutter by taking inventory of what you have. If you haven't used it in a year, chances are you don't really need it. Check for duplicates of items and ask yourself if you really need so many. Any small appliances that you seldom use can be stored in other places like a basement, utility closet, or dining room cabinet.

February Holidays and Events

Daily Observances:

- 1 National Girls and Women in Sports Day
- 1-7 Solo Diners Eat Out Week
- 2 Groundhog Day
- 3 National Wear Red Day
- 5 Weatherperson's Day
- 5-11 Freelance Writers Appreciation Week
- 7 Wave All Your Fingers at Your Neighbors Day
- 8 Laugh and Get Rich Day
- 11 Satisfied Staying Single Day
- 12 Man Day
- 13 Employee Legal Awareness Day
- 13 Get a Different Name Day
- 14 National Donor Day
- 14 National Have a Heart Day
- 14 Race Relations Day
- 14 Saint Valentine's Day
- 15 Susan B. Anthony Day
- 17 My Way Day
- 17 World Human Spirit Day
- 20 Presidents' Day
- 21 International Pancake Day
- 21 Mardi Gras
- 21 Single-Tasking Day
- 21 International Mother Language Day
- 23 Introduce a Girl to Engineering Day
- 23 National Chili Day
- 25 International Sword Swallowers Day
- 26 For Pete's Sake Day
- 26 National Personal Chef Day
- 28 Floral Design Day
- 28 National Tooth Fairy Day
- 28 Spay Day

Monthly Observances:

- Library Lovers 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
- National Bird-Feeding Month
- National Cherry Month
- National Children's Dental Health Month
- National Hot Breakfast Month
- National Mend a Broken Heart Month
- National Parent Leadership Month
- National Pet Dental Health Month
- Plant the Seeds of Greatness Month

PacBlog

A Combined Scanning, Storage and Shredding Solution

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/a-combined-scanning-storage-and-shredding-solution-changes-everything>

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

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 did the boy sheep say to the girl sheep on Valentine's Day?

Last Month's Answer to:

What 4-letter word can be written forward, backward or upside down, and can still be read from left to right?

NOON

Last month's Winner:

DJ FECHNER

SENIOR RECORDS COORDINATOR

Email your answer to info@pacific-records.com

Famous Birthdays

February 1

Lisa Marie Presley, 1968

February 2

Ayn Rand, 1905

February 3

Norman Rockwell, 1894

February 4

Rosa Parks, 1913

February 5

Hank Aaron, 1934

February 6

Bob Marley, 1945

February 7

Charles Dickens, 1812

February 8

William Tecumseh Sherman, 1820

February 9

Joe Pesci, 1943

February 10

Laura Dern, 1967

February 11

Tina Louise, 1934

February 12
Charles Darwin,
1809

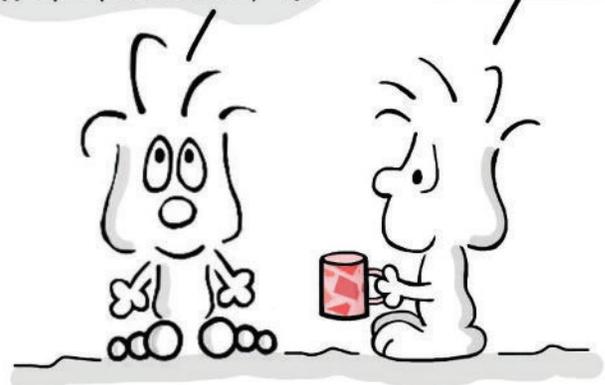
February 14
Frederick Douglass,
1818

February 15
Galileo Galilei,
1564

February 19
Nicolas Copernicus,
1473

What a beautiful sunrise! It represents a new day and a fresh beginning. I believe it gives us hope that great opportunities lie ahead today!

How do you do that without coffee?



Mowatt
©11

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How to Navigate the Minefield of Data Protection Laws

mine field /'mīn, fēld / *noun*

a subject or situation presenting unseen hazards.

Is that how you feel about data protection laws? These laws may feel like hazards that just get in the way and slow down business. They may feel like nothing but roadblocks to success.

In fact, data protection laws were put in place to protect you, your business, clients, and employees. In the big picture, these laws can be seen as steps forward on the path of progress. Here we explain why.

Social Security Number

When this form of identification was created in 1936, so was the opportunity for criminals to abuse and benefit from it. The Social Security System was instituted as a way of tracking earnings, determining required contributions, and calculating benefit entitlements.

By 1974, there was an obvious need for a law that gave individuals the right to request their Social Security records, request corrections to inaccurate records, and be protected against privacy violations. Hence, the [Privacy Act was created](#).

Protection Laws

As time went by and more information was created, handled, and stored, opportunities for criminal activity multiplied. In order to ensure that businesses and institutions protect private information, many state and federal laws have been enacted. Some these include:

- **The Family Educational Rights and Privacy Act (FERPA)**, requiring educational institutions to protect private information of students and parents.
- **The Computer Fraud and Abuse Act (CFAA)**, prohibiting computer access without authorization.
- **The Health Insurance Portability and Accountability Act (HIPAA)**, protecting the privacy and security of Personal Health Information (PHI).

- **The Gramm-Leach-Bliley Act (GLBA)**, requiring financial institutions to explain their practices of sharing information to their customers and safeguard sensitive data.
- **The Fair Credit Reporting Act (FCRA)**, protecting information collected by consumer reporting agencies, requiring investigation of disputed information, and notifying consumers when adverse action is taken on the basis of their credit report.
- **The Fair and Accurate Credit Transaction Act (FACTA)** was added to FCRA in 2003 to improve the accuracy of consumers' credit records and help mitigate identity theft by allowing consumers to place fraud alerts in their credit files and granting consumers the right to receive one free credit report each year. Due to the COVID-19 pandemic and individuals experiencing financial hardships, [free weekly credit reports](#) have been granted until December 2023.
- **The Sarbanes-Oxley Act (SOX)** protects businesses and individuals by governing the minimum and maximum retention times required prior to destroying private information.

Individual states have also instituted laws and guidelines to help protect and secure private information. Other federal laws include Drivers Privacy Protection Act (DPPA), Children's Online Privacy Protection Act (COPPA), The Video Privacy Protection Act (VPPA). Always check with your local and federal governments for recent additions and updates.

When it comes to which laws affect your business and how to navigate them, alleviate stress and confusion by seeking the guidance and partnership of a reputable records management and destruction company. They will help you navigate your local and federal data protection laws to help keep you, your business, and clients compliant and protected.

2022 Go Green Report

Recycling is part of our secured shredding process. Our environmentally conscious efforts provide savings of our precious natural resources as well as financial savings to our economy. The numbers below are only based on the paper we shred and recycle.

	Item	Quantity	
<i>Total Pounds Shredded in 2022: 17,627,524 lbs, or 8,814 Tons</i>	Trees Saved	149,834	<i>Note: All Material is 100% recycled after shredding. Thank you for allowing us to help you GO GREEN!</i>
	Gallons of Water Conserved	61,696,334	
	Barrels of Oil Saved	79,324	
	Kilowatts of Energy Saved	5,728,945	
	Cubic Yards of Landfill Saved	29,085	
	Gallons of Gas Saved	1,454,271	
	Pounds of Pollutants kept out of Atmosphere	528,826	

NEWS You Can Use is a free monthly newsletter from your friends at Stockton (209) 320-7771 • Sacramento (916) 649-7360 • Fresno (559) 475-7892 Modesto (209) 343-4630 • Napa/Solano County (888) 893-6054 • Reno/Sparks (775) 358-2323

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