

## JANUARY SERVICE AWARDS

*Celebrating Pacific Employee Anniversaries*

**4 YEARS**

Willie McClinton

**34 YEARS**

Richard Steed

### Green Living: Leaky Windows!



Windows are one of the biggest sources of heat loss in your home, and if they are of the older variety, or otherwise leaky and drafty, the effect is greatly compounded. If you have old leaky windows in your home, take the time to caulk around them inside and out, and add weather stripping where needed. You can also cover them with insulating shrink film in the wintertime. It's best to use shrink film only for windows that you won't need to reopen until spring. The plastic film reduces heat transfer to the outside, keeps your home warmer, and saves significantly on energy costs.

### What's Inside This Month?

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### Thoughts from Richard Steed

The New Year is a time to make a fresh start. It's a time of renewal; a time to catch up and begin with a clean slate. But this time of "catching up" seems to come at a most inopportune time, doesn't it? It comes right after the busiest social month of the year, when most have fallen behind on our workloads.

We've spent a busy month of keeping holiday commitments to our families and friends; of squeezing in a year's worth of care and attention to the loved ones we feel we've mostly neglected these past twelve months.

This time of renewal comes when the piles on our desks are deepest. It comes when we have more red-flagged emails than we could ever realistically attend to. It comes when the top line of our "To Do" list reads, "Finish last To Do list!"

But I've been thinking about this. Maybe this inopportune timing is actually appropriate timing? Maybe the best time for renewal and a fresh start is precisely when the piles are too high to manage?

How important is the 40th item on my ongoing "to do" list? Just how urgent is red flag #122 in my email's inbox? And I have NO IDEA what's in the bottom of the paper pile next to my desk. . . let me just look right now . . . Er, it's a 4-month old receipt for a pair of sneakers that I intended to return, never did, and have since given away as a gift. Hmmm. Good! Yay!

I have just placed that 4" x 2" square of paper into the recycle bin. Now we're getting somewhere! Woo-hoo!

I feel better already! Rebirth—renewal—yah! As for resolutions . . . yes, I've made all of the obvious ones, just as I do every year. But with this mindset of rebirth and renewal I hereby resolve to be the best manager of your records that I can possibly be. And to be such an efficient manager that I won't have to wait till December to give my family the attention they deserve!

Yes, it is a time of purging, too. I suspect as you clean out your office files and get ready for the New Year you may find yourself in need of a shredding service. As always, we're here to take care of our regular clients and new ones, too. If you're not yet signed up with our shredding service, please give us a call.

Happy New Year!

*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 December!

## Trivia Quiz: January in History

1. On January 2, 1839, French chemist Louis Daguerre, took the first photograph of this. What was it?
2. Who wrote Common Sense, a fifty page pamphlet published on January 10, 1776?
3. On January 5, 1925, Nellie Tayloe Ross became the first female governor inaugurated in the U.S. What state was she governor of?
4. Which amendment to the Constitution, ratified on January 29, 1919, began a 14 year prohibition of the sale of alcohol?
5. Which famous explorer claimed to have found the magnetic South Pole on January 16, 1909?
6. On January 20, 1945, who was inaugurated to an unprecedented fourth term as president of the United States?
7. On January 28, 1807, London's Pall Mall became the first street lit by what?
8. Which The Beatles album was released on January 13, 1969?
9. Which state became the 49th U.S. state with its admission on January 3, 1959?
10. Which U.S. space shuttle disintegrated after lift off on January 28, 1986?

*Answers on Back Page!*

## Did You Know: Skating

January is National Skating Month.

St. Ludwina is the patron saint of skaters. It is believed that in 1396, she broke a rib after being knocked down by a female skating companion.

The first skaters of northern Europe attached hollowed-out elk rib bones and pieces of wood to their feet to move on the ice.

Skaters first used iron skates in Iceland during the Middle Ages.

British military Lieutenant Robert Jones wrote the first book on figure skating in 1772.

The first skating club was founded in 1742 in Edinburgh, Scotland, and allowed only men to join. In 1865, it finally allowed women members.

Up until the 1920s in the United States, anyone who felt qualified was allowed to compete in skating competitions. Since then, tests sanctioned by U.S. Figure Skating must be passed to qualify.

Jackson Haines is considered to be the "Father of Modern Figure Skating." He introduced a new, more fluid style of skating in the 1860's.

Pair skating was introduced at the 1908 World Championships, which was won by Anna Hubler and Heinrich Burger. The first World Championships in ice dancing were not held until 1952.

## January Holidays and Events

### Daily Observances:

- 1 Commitment Day
- 1 New Year's Day
- 1 Z Day
- 2 Happy Mew Year For Cats Day
- 4 Trivia Day
- 4 World Hypnotism Day
- 7 International Programmers Day
- 8 Argyle Day
- 10 National Cut Your Energy Costs Day
- 13 National Clean Off Your Desk Day
- 14 Poetry at Work Day
- 16 Appreciate a Dragon Day
- 16 Get to Know Your Customer Day
- 16 National Nothing Day
- 16 Religious Freedom Day
- 17 Kid Inventors Day
- 19 World Religion Day
- 20 Martin Luther King Jr Day
- 21 National Hugging Day
- 22 Answer Your Cat's Question Day
- 23 National Handwriting Day
- 23 National Pie Day
- 23 Snowplow Mailbox Hockey Day
- 23 Women's Healthy Weight Day
- 24 Belly Laugh Day
- 24 National Compliment Day
- 25 Chinese New Year
- 25 National Seed Swap Day
- 25 A Room of One's Own Day
- 25 Visit Your Local Quilt Shop Day
- 27 Bubble Wrap Appreciation Day
- 29 Curmudgeons Day
- 29 Freethinker's Day
- 31 Fun at Work Day
- 31 National Preschool Fitness Day

### Monthly Observances:

#### National Clean Up Your Computer Month

- Be Kind to Food Servers Month
- Book Blitz Month
- Celebration of Life Month
- Get a Life Balanced Month

#### Get Organized Month

- International Brain Teaser Month
- International Child-Centered Divorce Awareness Month
- International Creativity Month
- International New Year's Resolutions Month for Businesses
- International Wayfinding Month

#### National Skating Month

## PacBlog

### ***The Top Reasons Your Company Needs Offsite Storage in 2020***

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/the-top-reasons-your-company-needs-offsite-storage-in-2020>

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 a lucky name.

Here is this month's challenge:  
What word binds all of these together?

Copy, Burglar, Fat, Nap, Bag

**Last Month's Answer to:**

*Which land mammals have the largest eyes?*

**Horses**

**Last month's Winner:**

**CHERYL WALTER  
CPHT**

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

## ***Winter Skin Care***

Are you finding that your skin is getting dry and irritated more often? It could be the season. Winter air is drier than normal, and cold winds can remove moisture from your skin. Also, if you're heating your home with a wood stove or electric baseboard, these sources of heat can significantly dry out the air, leading to these minor health issues. Keep the following tips in mind to keep your skin protected and healthy this winter.

Even though the sun is not blazing, your face can still feel the effects of ultraviolet rays. This is especially true if there's snow on the ground as it reflects the sun's rays, significantly increasing their intensity. Be sure to use sunscreen on your face during the winter when you go outdoors. Choose a product with added moisturizers for extra protection. And don't forget your lips—wear lip balm with sunscreen in it.

Avoid long, hot showers during the winter, as they strip your skin of its natural oils. Instead, take a short, warm shower and pat your skin dry. While your skin is still damp, put on a moisturizing lotion.

Humidify your indoor air. Running a heater causes the air in your indoor environment to dry out. Room humidifiers will help your skin stay moisturized and has the added benefit of helping to relieve dryness in your nasal passages. If you run a wood stove, put a pan or tea kettle filled with water on top of it—the evaporating water will humidify the air and save you from cracked skin.

If your skin does become dry and cracked, try using bag balm on it. People have reported that the stuff works great!

If all else fails, take some time to speak with a dermatologist. There are many good treatments available for those suffering from uncomfortable dry skin.



**"You certainly have a very interesting interpretation of 'Equal Opportunity Employer' Mr. Bowser."**

## **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.



# Information Management in 2020

It's time to say goodbye to 2019 and welcome a new decade. Now is the perfect time to create a set of goals for properly managing your information in 2020. Review your retention policy so you know what records to keep and what to destroy. Make sure your hard copy files are properly labeled and organized. A bar code system makes files easier to find and establishes a chain of custody for your retention inventory. Sets of inactive documents take up considerable space within your office. To reduce clutter and protect your paper records from physical damage, store them offsite in a records center.

Remember to shred any documents you no longer need. A shredding company can bring shredding containers to your office so expired records can be discarded quickly and securely. When the containers are filled, a screened service technician collects them for secure shredding and gives you a Certificate of Destruction.

Your digital records need to be properly managed and protected, too. Make sure you have a backup and disaster recovery plan. Review and test your data recovery protocol to prevent a catastrophic event from paralyzing your business. If you back up your digital files to tapes or hard drives, use a media storage and rotation service to track and preserve your media. And don't forget to destroy media when it reaches a final disposition date. Wishing you a healthy and productive 2020!



**The 2020 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)



## How to Leave Us Google & Yelp Reviews

Thank you for being a client of Pacific Records Management!

As the online world grows and expands, one thing we rely on for business is client reviews. These reviews help us to achieve better ranking in search engines. Would you be willing to review our company? We've provided the links below with easy instructions to submit your review.

Thanks in advance for taking the time to help us! We appreciate your business and it is a pleasure to serve you.

### How to Review Us on Google

Please go to the appropriate link below for your service area:

Sacramento: <https://goo.gl/YVhD3A>

Modesto: <https://goo.gl/MU53Wp>

Stockton: <https://goo.gl/TbA9Zb>

Fresno: <https://goo.gl/hhQXMJ>



Next, sign in to Google+, and click the gray "Write a Review" button found just under our address.

You will be directed to a login screen for Google. If you are logged into your Google account, you will see a review window, and your review will be posted using your Google ID. If you do not have a Google account, click on the red "Create Account" button link at the top right to get your free Google account.

In the Review section, choose the rating that best represents your opinion of our company and the service we provide. Then in the open box area, please add a description to support your rating. Be sure to click the blue "Publish" button when you are finished.

## For Yelp . . .

As the online world grows and expands, one thing we rely on for business is client reviews. These reviews help us to achieve better ranking in search engines. Would you be willing to review our company? We've provided a link below with easy instructions to submit your review

Thank you in advance for taking the time to help us! We appreciate your business and it is a pleasure to serve you.

Sacramento: <https://www.yelp.com/biz/pacific-records-management-sacramento-5>

Modesto: <https://www.yelp.com/biz/pacific-shredding-modesto>

Stockton: <https://www.yelp.com/biz/pacific-records-management-stockton>

Fresno: <https://www.yelp.com/biz/pacific-shredding-fresno>



### TRIVIA QUIZ ANSWERS:

1. The moon. 2. Thomas Paine. 3. Wyoming. 4. The 18th Amendment. 5. Ernest Shackleton. 6. Franklin Delano Roosevelt. 7. Gaslight. 8. Yellow Submarine. 9. Alaska. 10. Space Shuttle Challenger.

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

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