

## JANUARY SERVICE AWARDS

*Celebrating Pacific Employee Anniversaries*

**35 YEARS**  
Richard Steed

### Money Bad Habits You Can Break

1. Ignoring your credit reports: You are entitled to one free credit report each year from every major credit reporting agency. Any errors you find should be corrected immediately.
2. Refusing to use a budget: Keeping track of all your expenses can show you where your money is going and where you can cut back.
3. Using credit cards to get the perks: It doesn't make sense to get the miles or save a little more on your purchases if you're racking up interest charges. Only use your credit card if you can pay it off each month.
4. Not having an emergency fund: That rainy day will come. Even putting a little bit aside can keep you from reaching for a high-interest credit card when you have an unexpected emergency.
5. Making only the minimum payment: You can add years to the time it takes to pay off your debt by only paying the minimum. Cut expenses or consider a part-time job to allow you to add extra money when paying your bills.



### 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 of us 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 throughout the year.

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? Maybe it's time for purging and renewal?

How important is the 40th item on my ongoing "to do" list? Just how urgent is red flag #122 in my email? 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. Hmmmm. 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's 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 if you're not yet signed up with our shredding service? Well, in that case, please see the coupon on page three!

*Richard*

### What's Inside This Month?

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**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 January!

## Plow Savior

A young woman was driving her car when she realized she was lost in a blinding snowstorm. She only panicked for a minute however. She remembered that her father had told her that if you ever get stuck in a snowstorm, you should wait for a snow plow and then follow it. Sure enough, after a while, a snow plow came by, and she started to follow it. She followed the large vehicle for about 45 minutes. Finally the driver of the truck got out and asked her what she was doing. She explained that her dad had told her if she ever got stuck in a snowstorm, she should follow a plow. The driver nodded and said, "Well, Im done with the Wal-Mart parking lot, do you want to follow me over to the Target now?"



## Driving in the Dark

With winter here, there are fewer hours of light each day. This can lead to more night driving. The National Safety Council reports that traffic death rates are three times greater at night than during the day. Yet many people are unaware of ways to minimize their risks when driving after dark.

Since 90 percent of a driver's reaction depends on vision, a driver can be compromised when driving after sundown. Age can also be a factor, as older drivers have more difficulty seeing at night. A 50-year-old driver can need up to twice as much light to see as well as a 30-year-old.

Drowsiness can also be a factor, as can alcohol use. Because of this, weekend nights are more dangerous. More fatal crashes occur on weekend nights than at any other time in the week.

So how can you drive more safely at night? These guidelines can minimize after-dark dangers:

- Make sure your headlights are in proper working order. Clean your windows and lights once a week to remove any grime. Your headlights should also be aimed properly.

- Never drink and drive. Even one drink can impair your ability to operate your vehicle safely.

- If you are smoker, refrain from smoking while driving at night. Nicotine and carbon monoxide both can affect night vision.

- Follow other vehicles at a safe distance. You should also reduce your speed at night, as it becomes harder to judge other vehicle's distances and speeds after dark.

- If you are feeling fatigued, make frequent stops for some exercise and to eat some snacks. If you continue to feel tired, you should stop driving and sleep before continuing.

- Vehicle breakdowns after sundown can be dangerous for you and other drivers. If you must get off the road, pull over as far as possible. Turn on your flashers and use reflecting triangles behind your vehicle. Stay off the roadway if possible.

## January Holidays and Events

### Daily Observances:

- 1 New Year's Day
- 1-8 National Lose Weight/Feel Great Week
- 2 Happy Mew Year for Cats Day
- 3-9 Home Office Safety and Security Week
- 4 Trivia Day
- 4-10 Women's Self-Empowerment Week
- 6 Three Kings Day
- 7 I'm Not Going to Take It Anymore Day
- 8 National Joygerm Day
- 8 Show-and-Tell Day at Work
- 10 National Cut Your Energy Costs Day
- 11 National Clean Off Your Desk Day
- 11-17 Cuckoo Dancing Week
- 14 Ratification Day
- 16 Religious Freedom Day
- 17 World Religion Day
- 17-23 Hunt for Happiness Week
- 18 Martin Luther King Day
- 18-23 National Fresh-Squeezed Juice Week
- 21 Get to Know Your Customer Day
- 21 National Hugging Day
- 22 Answer Your Cat's Question Day
- 22 Celebration of Life Day
- 23 National Pie Day
- 24 Belly Laugh Day
- 24 National Compliment Day
- 25 Better Business Communication Day
- 25-29 National Take Back Your Time Week
- 26 National Speak Up and Succeed Day
- 29 Freethinker's Day
- 29 Fun at Work Day
- 29 Thomas Paine Day
- 30 Inane Answering Message Day
- 31 Inspire Your Heart With the Arts Day

### Monthly Observances:

- Book Blitz Month
- Celebration of Life Month
- National Clean Up Your Computer Month
- Financial Wellness Month
- Get Organized Month
- International Change Your Stars Month
- International Creativity Month
- International Quality of Life Month
- International Wayfinding Month
- International Wealth Mentality Month
- National Be On-Purpose Month
- National Bird Feeding Month
- National Glaucoma Awareness Month
- National Hot Tea Month

## PacBlog

### 5 Identity Theft Prevention Tips

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/5-identity-theft-prevention-tips>

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)

*"I want to go ahead of Father Time with a scythe of my own." – H. G. Wells*

**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:

Where do snowmen keep their money?

**Last Month's Answer to:**

*Why did the golfer have an extra pair of pants?*

**In case he got a hole in one!**

**Last month's Winner:**

**DEANN ALEXANDER**

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

### Trivia Quiz: Alaska!

On January 3, 1959, Alaska was admitted as the 49th state of the United States. How much do you know about our northernmost state? Test your Alaskan knowledge with this trivia quiz.

1. Who was the first U.S. President to visit Alaska?
2. Alaska's flag has eight stars on it. What do they represent?
3. What is the highest elevation in Alaska?
4. What industry in Alaska gives its workers the largest paychecks?
5. What was Alaska's first national park?
6. In a line of huskies pulling a sled, which are the wheel dogs?
7. The largest gold nugget ever found in Alaska was discovered in 1998. How large was it?
8. True or False: Alaska has the easternmost and the westernmost points in the U.S.
9. Out of the highest 20 mountains in North America, how many are in Alaska?
10. What two bodies of water are separated by the Aleutian Islands?

*Answers on Back Page!*

### This Month in History

January 1

1735 - Paul Revere was born in Boston.

1752 - Betsy Ross was born in Philadelphia.



**"The person who stole my identity died of boredom. His family is now suing me for wrongful death."**

**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 Destruction Best Practices for 2021

2020 was a year like no other. Amidst all the challenges, you may have accumulated a trail of outdated paperwork and expired computer media. Now is the perfect time to fine-tune your shredding and destruction practices for 2021. Overfilled file cabinets and recycling bins are signs it's time to address those no-longer-needed files.

Your shredding provider can bring rolling shred collection containers to your business to help you purge your expired documents. A security-screened professional collects the contents of the filled containers and destroys your paper waste onsite or transports it to a plant-based shredding facility for destruction. They can also place shredding consoles in your office. These convenient containers allow for regular, secure disposal of confidential files. Your shredding provider collects the contents weekly, monthly, or quarterly for an ongoing document destruction solution.

Documents and files are not the only things to shred when they expire. Obsolete backup tapes, USB drives, and mobile devices are filled with sensitive data. They should be destroyed rather than resold or reused. A study released by the National Association for Information Destruction (NAID) found that 40 percent of used electronic devices sold on the secondhand market contained personally identifiable information (PII) and protected health information (PHI). A hard drive shredding provider offers secure, environmentally-friendly destruction of your outdated computer media.

Dealing with your paper and electronic waste now can help you position your business for success in 2021.

## 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're 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're 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. Warren G. Harding in 1923. 2. Seven of the eight stars represent the Big Dipper and the eighth is for the North Star. 3. Mount McKinley tops out at 20,320 feet, making it the highest point in North America. 4. Mining. 5. Sida National Historical Park. 6. Those closest to the sled. 7. 294.20 troy ounces, or about 20 pounds. 8. True, because the 180th meridian around the world from the prime meridian at Greenwich, England, and the dividing line between east and west longitudes, passes through Alaska. 9. 17. 10. Pacific Ocean and the Bering Sea.

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

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Modesto (209) 343-4630 • Napa/Solano County (888) 893-6054

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