

JANUARY SERVICE

AWARDS

Celebrating Pacific Employee Anniversaries

63 YEARS

Charles Wagner

39 YEARS

Richard Steed

37 YEARS

Shelly Haynes

21 YEARS

Richard Colwell

4 YEARS

Matthew Tudor

Thoughts from Richard Steed



January is here, and with it comes a clean slate, a fresh start, and the opportunity to set new goals. For many of us, it's the time to reflect, reorganize, and renew. At my company, we embrace this same energy when it comes to managing your records and information assets.

Much like how you might declutter your home or organize your calendar for the new year, we focus on creating clarity and order for your business. Whether it's purging old files, streamlining your document storage systems, or ensuring compliance with the latest regulations, January is the perfect time to hit "reset" on your records management strategy.

Think of it as a resolution for your information. Just as you resolve to eat healthier or get more exercise, your records need attention and care to stay in top shape. That means reviewing retention schedules, securely disposing of outdated records, and ensuring your digital files are stored and backed up properly. A little effort now can save a lot of stress later.

But a fresh start isn't just about tidying up—it's about planning ahead. January is an ideal time to assess your goals for the year and make sure your records management aligns with them. Are you prepared for audits or compliance reviews? Do you have the tools in place to securely manage your data? Are you ready to embrace new technologies like automation or cloud-based storage?

At my company, we treat your records with the same care and precision you'd give to setting your personal goals. Our goal is to help you start the year with confidence, knowing your information assets are organized, secure, and ready to support your success.

So, as you're mapping out your resolutions and sipping that last bit of New Year's champagne, remember: a well-managed records system is the gift that keeps on giving all year long. Let's make 2025 the year of smarter, simpler, and more effective records management together!

Richard

Quick Tips: Travel!

If you've always wanted to go to Europe on vacation, but haven't been able to afford it, consider going during the winter. Roundtrip flights to Europe can be up to 20 percent cheaper in the winter months than in the summer high season. You will also benefit from shorter lines and fewer crowds at tourist sites. However, this may not apply to destinations popular for winter activities, such as ski resorts in the Alps!

What's Inside This Month?

Thoughts from Richard Steed

How to Review Us on Google

Want to Win a \$25 Amazon Gift Card?

Helping Seniors Thrive in January

Trivia Quiz: All About January!

Records Management Resolutions

January Offers!

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!

How to Review Us on Google

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.

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

Sacramento: bit.ly/sac-review

Modesto: bit.ly/mod-reviews

Stockton: bit.ly/sto-review

Fresno: bit.ly/fres-review



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 blue "Create account" link to create one.

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 "Post" button when you're finished.

Helping Seniors Thrive in January

January offers a fresh start and a chance to focus on wellness and connection. For seniors, this quieter time of year can be both an opportunity and a challenge. With thoughtful support, you can help your loved ones ease into the new year with warmth and purpose.

After December's excitement, January's calm can feel lonely. Fill the gap by creating new traditions—baking a favorite recipe, tackling a puzzle, or scheduling weekly calls to brighten their days.

Encourage healthy habits to start the year off right. Gentle stretching, yoga, or a daily walk can boost their mood and energy. Winter weather may limit outdoor activity, so try chair exercises or dancing indoors. Stay mindful of hydration and balanced meals, especially after holiday indulgences.

Brighten their space with flowers, open curtains for natural light, or hang cheerful winter decorations. A bird feeder outside the window can also bring entertainment and a connection to nature.

By embracing the calm of January, you can help seniors navigate this season with hope and connection. Together, you can make the start of the year a meaningful time for reflection and renewal.

Trivia Quiz Answers

1.) The god of beginnings, endings, and doorways. 2.) New Year's Day. 3.) a) 10%, 4.) Garner, 5.) Showstorms or blizzards. 6.) Martin Luther King Jr. 7.) Aquarius. 8.) Carnation. 9.) The Golden Globe Awards. 10.) Perihelion.

January Holidays and Events

Daily Observances:

- 1 New Year's 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
- 12-18 Home Office Safety and Security Week
- 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 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 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 Chinese Lunar New Year Begins
- 29 Freethinker's Day
- 31 Fun at Work Day
- 31 National Preschool Fitness Day

Monthly Observances:

- New Year's Resolutions Month for Businesses
- National Clean Up Your Computer 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 Wayfinding Month
- National Be On-Purpose Month
- National Glaucoma Awareness Month
- National Hot Tea Month
- National Mentoring Month
- National Personal Self-Defense Awareness Month
- National Poverty in America Awareness Month

PacBlog

Is Your Records Management Program Audit Ready?

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/is-your-records-management-program-audit-ready/>

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:

Why do hummingbirds hum?

Last Month's Answer to:

What did Adam say on the night before Christmas?

"It's Christmas, Eve!"

Last month's Winner:

JOANN IVERSON

**** CONGRATULATIONS ****

Email your answer to info@pacific-records.com

Trivia Quiz: All About January!

1. January is named after the Roman god Janus. What was Janus the god of?
2. Which holiday is celebrated on January 1st in most parts of the world?
3. January is often associated with New Year's resolutions. What percentage of people typically stick to their resolutions for the whole year?
a) 10%; b) 25%; c) 50%
4. What is January's birthstone, known for its deep red hue?
5. What weather phenomenon is commonly associated with January in the Northern Hemisphere?
6. Which famous civil rights leader's birthday is celebrated as a national holiday in the U.S. in January?
7. The zodiac signs for January are Capricorn and which other sign?
8. What flower, symbolizing admiration and love, is the birth flower of January?
9. Which event, known for crowning the best in film and television, often takes place in January?
10. In January, Earth reaches its closest point to the Sun during its orbit. What is this point called?

Trivia quiz answers at the bottom of page two!



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Records Management Resolutions for the New Year

As the clock strikes midnight on December 31, 2024, and you toast to a successful year, it's the perfect time to plan for an even better 2025. Records management plays a critical role in staying organized, compliant, and efficient. To kick off the new year on the right foot, here are 10 resolutions to elevate your records management practices:

10. Assess and Update Your Records Retention Schedule

Start the year by revisiting your records retention schedule. Are your retention periods up-to-date with industry regulations and your company's needs? Adjust retention policies to avoid holding onto documents longer than necessary or disposing of them prematurely. Regular reviews ensure compliance and eliminate unnecessary clutter.

9. Invest in Secure Digital Storage Solutions

Digital transformation is here to stay, and secure digital storage is a must. Upgrade to encrypted storage systems that balance accessibility with robust security. Modern solutions provide peace of mind while keeping your data compliant with privacy regulations.

8. Implement a Consistent Filing System

An organized filing system saves time and frustration. Standardize your approach—whether by department, project, or date. Ensure your team follows the same practices to maintain consistency and streamline retrieval processes.

7. Declutter with Digital Conversion

Paper clutter is a common enemy. Take steps to digitize important documents this year. Scanning and securely storing digital files reduce physical storage needs while improving accessibility. Plus, it's an eco-friendly solution.

6. Enhance Employee Training on Records Management

Your records management strategy is only as strong as your team's understanding. Offer regular training on proper document handling, legal compliance, and disposal practices. Empower employees to recognize and respect the importance of safeguarding sensitive information.

5. Automate with a Document Management System

Reduce errors and save time by implementing an automated document management system. These tools handle classification, indexing, and retention policies, freeing up your team to focus on other priorities. Partner with a trusted records management company to ensure seamless integration.

4. Strengthen Data Privacy and Security Measures

In an era of increasing cyber threats, data security is paramount. Reevaluate your current security protocols. Implement multi-factor authentication, limit access to sensitive records, and use strong password policies. Ensure your processes meet the highest standards of protection.

3. Conduct Regular Records Audits

Routine audits prevent inefficiencies and help you stay compliant. Set a schedule to identify and remove outdated or redundant records. Audits also highlight gaps in your current system, allowing for proactive improvements.

2. Develop a Disaster Recovery Plan

Disasters can strike without warning. Whether it's a natural disaster or a cyberattack, having a comprehensive recovery plan is essential. Include both physical and digital records in your plan, ensuring backups are stored in secure offsite locations.

1. Establish Clear Disposal Guidelines

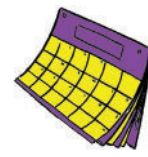
A proper disposal strategy is key to protecting sensitive information. Shred outdated physical records and securely delete digital files in compliance with privacy laws. Work with certified shredding and destruction services for peace of mind.

By adopting these resolutions, you can position your organization for greater efficiency and security in 2025. With a proactive approach to records management, you'll not only reduce risk but also create a solid foundation for future success.



The 2025 calendars are in!

Please email us if you didn't get yours and would like one, or if you would like some for your office: info@pacific-records.com



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