

NOVEMBER SERVICE AWARDS

Celebrating Pacific Employee Anniversaries

15 YEARS

Gabriel Pereira

9 YEARS

Guerrero, Phillip

By the Numbers: Veterans Day

- There are almost 22 million military veterans in the United States.
- Female veterans number over 1.6 million in the United States of America.
- There are three U.S. states with over one million veteran residents: California, Florida, and Texas.
- Almost 10 percent of all U.S. businesses are owned by military veterans.
- There are about 54,000 living veterans who served during all three of World War II, the Korean War, and the Vietnam era.

Source: U.S. Census American Community Survey

What's Inside This Month?

Thoughts from Richard Steed

Quick Ways to Change a Room's Look

Food Donation Basics

Clever Border Crosser

Want to Win a \$25 Amazon Gift Card?

Nightmares Records Management Can

Prevent

November Offers!

Thoughts from Richard Steed

Thank you, thank you, thank you! I'm giving thanks early this month. In fact, I'm giving it all month long because I'm grateful, grateful, grateful. For what? Well, so many things, but at this very moment I'm feeling a lot of gratitude for backup.

Backup is often under-appreciated. That is, until you need it. And since the aim is to never need it—indeed some business are born into existence and retire honorably without ever having to use it—backup doesn't get its fair share of appreciation.

So I'm appreciating it now.

I'm especially lucky to work in the backup business, where all of our own data is backed up, too! And we have a backup plan. And a backup plan for the backup plan. All of which we expect to never use.

With the holidays approaching, wouldn't it be cool if we had backup for everything in life? What if you have the boss over for dinner, and somehow the bird overcooks? How great would it be to have a backup chef on call—one whose goose did not get cooked (so to speak) but instead was roasted to perfection? It would also be amazing to have a solid backup plan to handle children who may be extra challenging with their high expectations and extra time off. All that frustration, confusion and worry got you rattled, folks? No problem! The backup parents will take care of it. You can relax, sip some eggnog on the patio, and when you return everything will be running smoothly again. Ahhh.

It's nice to fantasize about a personal backup following us around throughout the holidays, ready to fix all of those inevitable snags. But despite diligent web searches, I've yet to find a personal backup service offered anywhere.

Now as far as your business goes, that's another matter entirely. Remember we are here for you with all of your data storage, backup, and information security needs. That's what we do! Heck, this month I'm even doing the appreciating for you so you can spend your holiday time appreciating other things. Like family, conviviality, and merriment, for starters.

As for mastering the perfect pumpkin pie? Well, for that you'll need another backup plan.

Grandma perhaps?

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 November!

Quick Ways to Change a Room's Look

Looking for a change, but don't have a lot to spend on new furnishings and decorations? These five tips will help give your home a fresh look without breaking your budget.

1. Move things around. Swap out furniture from another room for a new look. Try using some pieces in unusual ways. For example, a dresser can look great in a living room or an entry hallway and is a great way to add storage.
2. Add another layer. An extra layer of curtains can add interest and color to a room. You can tie back the layer on top to still allow the inside curtains to show. On top of a table or storage piece, place a small tablecloth or placemat to brighten the area. Add fringe or trim to pillows, curtains, or lamps for a new look.
3. Replace the little things. Change out the hardware on dressers or cabinets to give your pieces a new look. You can also add or change a throw rug and throw pillows. Get a new vase and add some seasonal flowers. Replace the pictures in your picture frames with new ones.
4. Visually expand your space. Move furniture around to make better use of your space. Add a mirror or two to expand your room visually. If your rooms feel too small, store some items temporarily to remove clutter and open thing up.
5. Add something new. If your budget doesn't allow for a new sofa or table, find a cheaper alternative. Shop thrift stores or antique stores. Let friends know that you will take and renovate their discards. Get a slipcover instead of a new sofa or simply refinish or paint your existing furniture for a whole new look.

Food Donation Basics

This is the time of year that many people donate food to food drives. To ensure that your donation can be used, remember these donation tips.

Non-perishable items are always needed. Donate items that are factory sealed, and try to avoid dented or rusted cans. Most agencies will not accept home-canned or home-packaged foods, but be sure to ask—you may be surprised. Open or partially used items can usually not be accepted.

If you are planning on shopping for items to donate, call the agency first to see what they are low on. Try to contribute basic foodstuffs, including rice, pasta, canned tuna, canned soups and stews, peanut butter, canned milk, canned beans and vegetables, and hot or cold cereals. Extras like coffee, tea, spices, and condiments are nice to include as well.

If you have non-food items to donate, ask if the agency will accept those as well. Many people are in need of tooth care products, personal hygiene items, diapers, pet food, and basics such as cleaning supplies, trash bags, toilet paper, and laundry products.

November Holidays and Events

Daily Observances:

- 1 National Family Literacy Day
- 1-7 National Fig Week
- 1-7 National Patient Accessibility Week
- 3 Cliché Day
- 4 Use Your Common Sense Day
- 5 Sadie Hawkins Day
- 6 Daylight Saving Time Ends
- 7 Job Action Day
- 7-11 National Young Reader's Week
- 8 National Parents as Teachers Day
- 10 Guinness World Records' Day
- 11 Veterans Day
- 13 World Kindness Day
- 13-19 American Education Week
- 14 Loosen Up, Lighten Up Day
- 15 I Love to Write Day
- 16 International Day for Tolerance
- 17 Great American Smokeout
- 18-24 National Farm-City Week
- 19 National Day of the Play
- 20 Name Your PC Day
- 20-26 National Family Week
- 21 World Hello Day
- 21-27 Better Conversation Week 2 Plan Your Epitaph Day
- 24 Celebrate Your Unique Talent Day
- 24 Thanksgiving Day
- 25 Maize Day
- 25 Native American Heritage Day
- 30 Computer Security Day

Monthly Observances:

- American Diabetes Month
- Aviation History Month
- Banana Pudding Lovers Month
- Diabetic Eye Disease Month
- Gluten-Free Diet Awareness Month
- Lung Cancer Awareness Month
- National Adoption Month
- National AIDS Awareness Month
- National Alzheimer's Disease Month
- National American Indian Heritage Month
- National Diabetes Month
- National Family Caregivers Month
- National Georgia Pecan Month
- National Inspirational Role Models Month
- National Lifewriting Month
- National Long-Term Care Awareness Month
- National Marrow Awareness Month
- National Pomegranate Month
- Peanut Butter Lovers' Month

PacBlog

Get the Most out of Cybersecurity Awareness Month

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/get-the-most-out-of-cybersecurity-awareness-month>

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 tree do when the bank closed?

Last Month's Answer to:

What do old spirits do when they retire?

They move to a ghost town!

Last month's Winner:

RACHEL JACOBSON

**** CONGRATULATIONS ****

Do you know the answer to this month's challenge?

Email your answer to info@pacific-records.com

Clever Border Crosser

A man riding a bicycle approached a border crossing with a large sack on his shoulder. The guard stopped him and asked, "What is in the bag?"

"Just sand," replied the man.

"Take the bag down so I can inspect it," said the guard. He emptied the bag and indeed found only sand. He let the man ride across the border.

A week later, the same man approached the border crossing, again with a sack on his shoulder. Again the guard asked to empty the bag, which contained only sand. This repeated every week for several months. Finally, the cyclist did not appear again.

A few days later, the guard happened to run into the cyclist on a busy downtown street. "Hey mister," asked the guard, "you sure are puzzling. Can I ask, why did you bring a bag of sand across the border so often? Were you trying to smuggle something?"

"Well," answered the cyclist, "to tell you the truth, I was."

"What was it?" asked the guard.

"Bicycles!" exclaimed the cyclist.

"Virtue is our true wealth and the true reward of its possessor; it cannot be lost, it never deserts us until life leaves us."

— Leonardo da Vinci



"It's a survey. It wants to know our opinion about drone proliferation."

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 for more information.

Nightmares Records Management Can Prevent

October is a great month to get out and enjoy spooky events or scary movies, but I'm guessing it's not a time you want to experience a *business* nightmare. By paying attention to your records management practices, you can avoid a business nightmare.

Scenario 1

You've run out of space for records storage. You think it might just be temporary, so you find someone's basement to store them in or you rent a self-storage unit for a month or two. You return some time later to retrieve some documents and discover that they have been damaged by rodents or other substances that have been spilled in your buddy's basement or the adjacent self-storage locker. Unfortunately, neither of these places are appropriate storage locations for documents because of the environmental and theft risks.

If you are short on storage space, consider the benefits of using a records management company. It could be a more affordable and professional choice.

Scenario 2

You arrive one morning to discover a flood in your office, and your computer has fallen victim. The computer's hard drive—with all your customer and operations data on it—is destroyed. You begin to wring your hands, but then you remember the external disk drive. You were told many times to back up your files daily, so you did! You were very diligent about it. Sadly, your external disk drive sits right next to your computer and it was also destroyed by the flood. Now you really do have a disaster on your hands. Cue hand-wringing.

An excellent records management practice to follow is the 3-2-1 back up rule that says:

- 3 - Create one primary backup and two additional backup copies of your data.
- 2 - Save backups to two different types of media.
- 1 - Keep at least one backup offsite.

Scenario 3

You receive notice that someone from headquarters is going to conduct a records management audit at your branch office. You feel far from ready for this because your office has always played a little fast and loose with files, jamming them into already-stuffed file cabinets and letting associates take them home for remote work without checking if they've ever brought them back. You know that you have files in the drawers that are as old as your business and should have been discarded long time ago, and that you can't actually account for all the files that *should* be there.

To avoid the stress headache a records management audit can bring, set up a records management program for your office that includes:

- 1. A Retention Schedule:** Work with a records management company to identify retention periods for each type of document you handle and shred them when they reach the end of their retention period.
- 2. Implementing Policies and Procedures:** In accordance with state and federal data privacy laws, create a physical and/or digital records management program manual to set the standards and serve as a reference for internal records management.
- 3. Organize and Index Your Files:** To maximize file storage and accessibility, work with a records management company whose trained experts can properly organize and index your files.
- 4. Write a Disaster Recovery Plan:** In the event of a large or small disaster, the leaders of each department must have a disaster recovery plan they can use to keep your business operating, maintain information security, and move toward recovery as quickly and economically as possible. Include training materials so managers can train employees to assist with disaster recovery.

Your business requires your full attention, and successful records management may seem unachievable. But implementing good records management practices with the help of your records management company will keep your office efficient and help keep you compliant with data privacy laws.

“Not yesterday I learned to know the love of bare November days, before the coming of the snow.”

— Robert Frost

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

PACIFIC
SINCE 1856
RECORDS MANAGEMENT
www.pacific-records.com