

## OCTOBER SERVICE AWARDS

*Celebrating Pacific Employee Anniversaries*

### 7 YEARS

Cher Vue

### 3 YEARS

Alwyn Bans

### 2 YEARS

Peter Foy

### 1 YEAR

Jose Garcia

Riley Goodrick

Brian Laws

Nathan Smith

## Thoughts from Richard Steed

Can you believe it's October already?

As the leaves turn to shades of amber and pumpkin spice fills the air, we find ourselves in the heart of fall, a season known for transformation and abundance.

October has always felt like a magical time of year. It's a reminder that change can be beautiful, whether it's in nature or our daily lives. Just as trees shed their leaves, we too have the

opportunity to reflect, let go of what no longer serves us, and embrace new beginnings. This theme resonates deeply in our work of managing your vital information.

In the world of information management, change is not something to fear—it's an exciting opportunity to innovate and enhance our services. With each project, we strive to improve our processes, ensuring that your records and assets are handled with the utmost care and efficiency. Whether it's digitizing files or optimizing storage solutions, we're here to help you navigate these changes with ease.

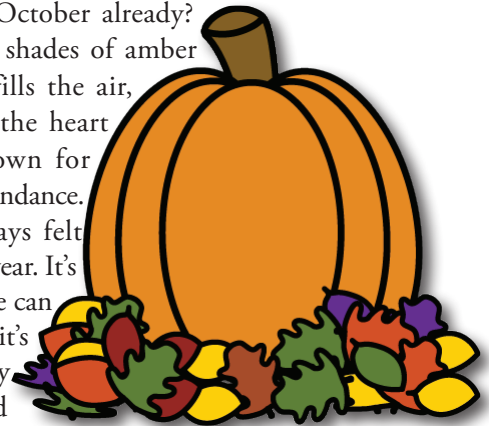
The spirit of teamwork and collaboration within our office thrives as we work together to tackle challenges and celebrate successes. Every day brings new opportunities to learn and grow, and I couldn't be more grateful for the amazing people I get to work alongside. Together, we make sure that the information you entrust to us is not just managed, but celebrated as an essential part of your organization.

As we step into this month filled with creativity and potential, let's take a moment to appreciate the beauty of transformation. Whether you're gearing up for seasonal festivities or planning for the months ahead, remember that we're here to support you in every endeavor.

Here's to a fantastic October filled with inspiration, growth, and a dash of autumn charm. May this month empower you to embrace change and love what you do, as we continue to celebrate the journey together!

Happy October!

*Richard*



## Quick Tips: Organizing

Maximize your space by using vertical storage solutions like wall-mounted shelves or hooks. Rotate seasonal items, store them in vacuum-sealed bags, and keep surfaces clear to create a clean, open feel throughout your home.

What's Inside This Month?

*Thoughts from Richard Steed*

*How to Review Us on Google*

*Preventable Records Management Nightmares*

*Want to Win a \$25 Amazon Gift Card?*

*Trivia Quiz: All About October!*

*The Dangers of Keeping Information Too Long*

*October 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 October!

## 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](http://bit.ly/sac-review)

Modesto: [bit.ly/mod-reviews](http://bit.ly/mod-reviews)

Stockton: [bit.ly/sto-review](http://bit.ly/sto-review)

Fresno: [bit.ly/fres-review](http://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.

### Did You Know?

You can pay your  
Pacific invoice online!

<https://pacific-records.com/pay-your-bill>

## Unpacking with an October Twist

Are you still staring at those unpacked boxes from your last move? With the change of seasons, October is a great time to tackle what's left. Don't let those boxes haunt you any longer! Here are some fresh tips to help you finally unpack and get organized before the holidays arrive.

### Take your time.

Since the boxes have waited this long, there's no need to rush. Pick one box and fully commit to unpacking it. You'll feel a sense of accomplishment with each one you finish.

### Make it fun.

Get the whole family involved by turning unpacking into a game. Assign each person a box and have a friendly competition to see who can unpack and put away items the fastest. To add a spooky touch, pick one mystery box and let everyone guess what's inside.

### Set a deadline.

With Halloween and Thanksgiving approaching, use these holidays as motivation. Picture your space fully organized, free of clutter, and ready for celebrations.

Tackle those boxes and enjoy a fresh start for fall!

## October Holidays and Events

### Daily Observances:

- 1 International Day of Older Persons
- 2 Guardian Angels Day
- 2 World Farm Animals Day
- 4 World Smile Day
- 5 World Teachers Day
- 6 National German-American Day
- 7 Child Health Day
- 8 National Face Your Fears Day
- 9 National Stop Bullying Day
- 10 World Mental Health Day
- 11 Southern Food Heritage Day
- 12 Columbus Day (Traditional)
- 12 Fall Astronomy Day
- 12 Universal Music Day
- 14 Columbus Day (Observed)
- 15 White Cane Safety Day
- 16 National Take Your Parents to Lunch Day
- 17 International Credit Union Day
- 18 National Mammography Day
- 19 Evaluate Your Life Day
- 22 International Stuttering Awareness Day
- 23 National Mole Day
- 25 Frankenstein Friday
- 26 National Forgiveness Day
- 27 Mother-In-Law Day
- 29 National Cat Day
- 30 Create a Great Funeral Day
- 30 Haunted Refrigerator Night
- 31 Halloween
- 31 Magic Day
- 31 National Knock-Knock Day

### Monthly Observances:

- Celiac Disease Awareness Month
- Church Library Month
- Workplace Politics Awareness Month
- World Menopause Month
- Adopt a Shelter Dog Month
- American Cheese Month
- Antidepressant Death Awareness Month
- Billiard Awareness Month
- Car Care Month
- Celebrating the Bilingual Child Month
- Cut Out Dissection Month
- Domestic Violence Awareness Month
- Dyslexia Awareness Month
- Emotional Intelligence Awareness Month
- German-American Heritage Month
- Go Hog Wild—Eat Country Ham Month

## PacBlog

### Nightmares Records Management Can Prevent

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/nightmares-records-management-can-prevent/>

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 the name of one lucky winner.

Here is this month's challenge:

How do vampire police find the bad guys?

**Last Month's Answer to:**

*I signal summer's end and fall's new start,*

*With day and night in equal parts.*

*What am I?*

**The Autumnal Equinox!**

**Last month's Winner:**

**BECKY FELLOWS**

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

## Trivia Quiz: All About October!

1. October is the tenth month of the year in the Gregorian calendar. What is the origin of the name "October"?
2. In the Northern Hemisphere, October is known for the changing colors of leaves. What pigment causes the red and purple hues in autumn leaves?
3. October 31st is widely celebrated as Halloween. In which country did this spooky tradition originate?
4. What famous astronomer discovered Uranus on October 13th, 1781?
5. The Oktoberfest is a world-famous beer festival. Although it mainly takes place in September, it ends in early October. In which German city is Oktoberfest traditionally held?
6. October is typically associated with the harvest season. What large orange fruit is most commonly associated with this time of year?
7. Which famous children's author, known for books like Charlie and the Chocolate Factory and James and the Giant Peach, was born on October 13th, 1916?
8. The Orionid meteor shower, which peaks in October, is associated with debris from what famous comet?
9. What important American bridge opened to the public on October 19th, 1931?
10. What is the zodiac sign for those born for most of October?

## Trivia Quiz Answers

(1) From the Latin word "octo," meaning "eight," as it was the eighth month in the Roman calendar. (2) Anthracium. (3) Ireland (4) William Herschel (5) Munich (6) Pumpkin (7) Roald Dahl (8) Halley's Comet (9) The George Washington Bridge (10) Libra



"Okay—try it now."

## 3 months FREE secure Destruction service

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# *The Dangers of Keeping Information Too Long*

We all have our reasons for holding on to information longer than necessary, even when we know it may not be useful anymore. Some common reasons include:

- **Fear of Regret:** You may worry that the moment you throw something away, you'll suddenly need it, leading to regret.
- **Sentimental Value:** Certain documents connected to people or historical events carry emotional value, making them hard to part with. This is especially true for handwritten items, which often feel irreplaceable.
- **Perceived Future Use:** It's easy to overestimate the potential usefulness of old information, thinking it might come in handy someday.
- **Disorganization:** Sometimes, the simple act of organizing and regularly removing outdated information from files gets overlooked.

## **The Danger of Holding on Too Long**

In today's world, information is more valuable than ever. However, holding on to it longer than necessary can lead to a host of problems, some of which can be quite serious:

- **Privacy Risks:** Sensitive personal or financial information must be kept secure by law. Privacy regulations, such as HIPAA and GDPR, are in place to protect individuals from having their private data exposed. Retaining unnecessary information increases the likelihood of an accidental data breach. If personal data is released, it can result in fines, legal action, or severe damage to your business's reputation. Destroying unneeded information helps protect both you and your clients, ensuring you remain compliant with privacy laws and maintain trust.
- **Theft Risks:** Information is valuable not just to you but also to identity thieves. The longer sensitive data exists, the greater the risk it could be seen, lost, or stolen. Legal retention periods for records dictate when certain information must be destroyed. Keeping data beyond this time frame exposes it to unnecessary risk and puts you in potential violation of the law.
- **Clutter and Inefficiency:** Physical documents can quickly accumulate, creating clutter. This not only takes up valuable space but also makes it difficult to find important information when you need it. In a business setting, this inefficiency can slow down workflows, decrease productivity, and lead to frustration. Scheduling regular "spring-cleaning" sessions to purge outdated files is a great way to stay organized. Partnering with a professional shredding company for one-time or drop-off shredding ensures that your unwanted documents are securely destroyed.
- **Space Scarcity:** Paper documents can consume filing cabinets at an alarming rate and storing outdated or redundant documents can waste precious office space. When storage starts taking over your workspace, you might think you need to expand or relocate, but the solution could be simpler. A professional shredding company can help you safely destroy unneeded paper documents, freeing up room for more important needs. This isn't just a problem with physical documents; digital files also take up space. Keeping unnecessary digital records can bog down your computer's hard drive and storage systems. Properly deleting digital information that has passed its retention period is essential for maintaining a clutter-free digital environment.

## **The Solution: Professional Shredding**

The good news is that there's a straightforward solution to the dangers of retaining outdated information. A professional shredding company can help you clean out documents that have reached the end of their useful life, ensuring they are securely destroyed and can never be reconstructed.

By using secure shredding services, you not only free up physical and digital space but also protect yourself and your business from the risks of data breaches and identity theft. Scheduled shredding services, where a shredding company provides locked collection containers for your office, can help you stay ahead of information buildup, making sure documents never stick around long enough to become a problem.

When it comes to information management, it's better to err on the side of caution. Regularly disposing of unneeded documents can keep you compliant, protect your clients, and maintain the efficiency and productivity of your workplace.

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