

## SEPTEMBER SERVICE AWARDS

*Celebrating Pacific Employee Anniversaries*

### 2 YEARS

David Postlethwait

### 8 YEARS

Cheng Her

### 11 YEARS

David Meza

### 22 YEARS

Kevin Fenster

### *Green Living: Reducing Waste*

Cranking up your oven to cook dinner uses more energy than most other appliances in your home, especially if you have an electric range as opposed to gas. You can cut that energy usage by employing your smaller cooking appliances when cooking smaller meals. Instead of rewarming cold pizza in the oven, use your toaster oven. For other small meals, your microwave or electric grill will use much less energy than your oven.

### What's Inside This Month?

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*The Capital One Breach: Keep Your Data Safe*

*How to Leave Us Google & Yelp Reviews*

*September Offers!*

### *Thoughts from Richard Steed*

September's here and that means the pre-20 crowd is back to school. When they return to school it somehow seems the rest of us return to our normal lives. Vacation days are over. Households stabilize. People return to their regular habits, spaces, and routines.

There's something very reassuring about a stable routine, even as it underlies what many refer to as "the daily grind." You know what today will look like; what the day will bring. You know who you'll be surrounded by and that if the unexpected should happen, you and those around you will work together to get through it. That's our goal every day as we serve you. We want to be a stable resource—habitually and routinely responding to your information asset needs and requirements.

If you need us, we're there. If you have a pressing matter, we respond quickly. In those moments when things get completely crazy or out of control in your world, we will confidently support you and be ready to act at a moment's notice.

Kind of reminds me of a great butler. Quietly ready for whatever his employer will need at any given moment . . . but also maintaining the everyday necessities. That's us. Your information assets butler. Yeah, that sounds good.

You rang?

Have a great September!

*Richard*

### *Quick Tips: Organizing*

At your hardware or auto supply store, you can purchase magnetic parts holders—shallow metal bowls magnetized to hold small metal parts. These are great for pins, paper clips, hair clips, bobby pins, tacks, push pins, spare screws and more. To give them some style, simply paint them in your favorite color!

*"If we attend continually and promptly to the little that we can do, we shall ere long be surprised to find how little remains that we cannot do."*

—Samuel Butler

# 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 September!

## *Six Saving Tips for College Students*

Saving money as a broke college student can be tough. There are some easy ways to save though, with just a little thought and effort. Start with these ideas to build a savings account the slow and steady way.

1. Instead of using a local bank, join a credit union. You will usually have access to services for free or at reduced rates. If you don't have a credit union nearby, ask for student discounts at your bank.

2. Track your spending to see where your money goes. While students often are very busy with school, work, and social activities, taking just a little time to monitor your spending can go a long way. Even just a simple notebook will work, but there are also many apps and programs available to make tracking your spending quick and easy.

3. Avoid non-academic debt if possible. It is best to develop a mindset that student loan money is to pay for school-related and living expenses only. Using student loans to buy an Xbox or a new skateboard will only hurt you in the future. If you have a credit card, try to pay it off each month so that you don't graduate with even more debt.

4. Cut your expenses where you can. Buying used textbooks is easy to do, but also consider buying other necessities used. Visit local thrift stores or check Craigslist to find used clothing, bikes, and other needs.

5. Take advantage of your student discount. Many retailers and entertainment venues offer discounts if you show your student ID. Even better, see what free activities are offered on campus. You'll often be able to fill up your social calendar with these events without spending a dime.

6. Consider who you are hanging with. Having lots of friends who are big spenders can be a drain on your wallet. These can be kids with wealthy parents, but may also be friends who are headed down the road to financial trouble themselves. Studies show that we are extremely influenced by the behavior of those around us. So if you cannot afford to spend like the rest of your social circle, be open to making new friends who can support you in your quest for financial freedom.

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## *Trivia Quiz: Elephants*

1. Which is larger: the African Elephant or the Asian Elephant?
2. What are the "fingers" at the end of an elephant's trunk called?
3. How many gallons of water can an elephant's trunk hold?
4. What do we call the person who looks after and rides an Asian Elephant?
5. How long is the gestation period for an elephant?
6. How long do elephants live?
7. What are elephant's tusks made of?
8. How many muscles are in an elephant's trunk?
9. What do we call the female leader of a social group of elephants?
10. What is a male elephant called?

*Answers on Back Page!*

## *September Holidays and Events*

### **Daily Observances:**

- 2 Labor Day
- 4 Newspaper Carrier Day
- 5 Be Late for Something Day
- 8 National Grandparents Day
- 8 International Literacy Day
- 9 Wonderful Weirdos Day
- 10 Swap Ideas Day
- 10 World Suicide Prevention Day
- 13 Blame Someone Else Day
- 13 National Celiac Awareness Day
- 17 Citizenship Day
- 18 Hug a Greeting Card Writer Day
- 18 World Water Monitoring Day
- 19 International Talk Like a Pirate Day
- 20 National POW/MIA Recognition Day
- 21 AKC Responsible Dog Ownership Day
- 21 International Day of Peace
- 22 National Centenarian's Day
- 23 Autumnal Equinox - Happy Fall!
- 23 Family Day—A Day to Eat Dinner With Your Children
- 24 National Punctuation Day
- 24 National Woman Road Warrior Day
- 25 National Women's Health and Fitness Day
- 25 National One-Hit Wonder Day
- 26 World Maritime Day
- 27 Ancestor Appreciation Day
- 27 World Tourism Day
- 28 National Hunting and Fishing Day
- 28 National Public Lands Day
- 29 Gold Star Mother's Day

### **Monthly Observances:**

- Happy Cat Month
- Backpack Safety America Month
- Be Kind to Editors and Writers Month
- National Mushroom Month
- AKC Responsible Dog Ownership Month
- Atrial Fibrillation Awareness Month
- Attention Deficit Hyperactivity Disorder Month
- Baby Safety Month
- Childhood Cancer Awareness Month
- College Savings Month
- Eat Chicken Month
- Fall Hat Month
- Gynecologic Cancer Awareness Month
- Healthy Aging Month
- Hunger Action Month

## PacBlog

### ***Disaster Recovery 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/  
disaster-recovery-planning-tips](https://pacific-records.com/disaster-recovery-planning-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)

### ***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:

How is an English teacher like a judge?

**Last Month's Answer to:**

*Where do monkeys hang out after work?*

**"Monkey Bars!"**

**Last month's Winner:**

**RICHARD GRAY**

**\*\* CONGRATULATIONS \*\***

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

### ***Don't Wash That Chicken!***

Bacteria on raw poultry can cause illness when that bacteria cross-contaminates other food or surfaces. Many people believe that washing chicken before cooking can reduce this risk. But experts are calling for an end to poultry washing.

Washing chicken or turkey can cause water droplets to splash off the raw meat. Tests show that even just a few of these droplets contain enough bacteria to infect a person. While most people practice good food safety by washing their hands and preparation surfaces after contact with poultry, few realize the danger from simply washing it.

There is no benefit to washing poultry, as the only way to eliminate the risk of bacterial contamination is to properly cook it. Poultry should be cooked to a minimum internal temperature of 165 degrees F (74 degrees C). Doing this, rather than washing before cooking, is the best strategy to safely prepare poultry for your family.

### ***Quick Tips: Money***

Think twice before taking advantage of a credit card company's offer to skip a payment. In almost all cases, the interest will still accrue, meaning that you will owe more on your balance by skipping a payment.



**"We forgot to back up our files, so we're asking everyone to remember everything they've typed for the past 10 days."**

## **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.*

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## 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

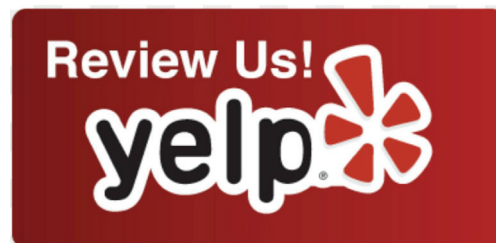
Thank you in advance for taking the time to help us! We appreciate your business and it is a pleasure to serve you.

Sacramento: <http://pacific-records.com/sacramentoreviews>

Modesto: <http://pacific-records.com/modestoreviews>

Stockton: <http://pacific-records.com/stocktonreviews>

Fresno: <http://pacific-records.com/fresnoreviews>



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## The Capital One Breach: How to Keep Your Data Safe

Just when you thought data breaches couldn't get any worse, another one has hit a major US company: Capital One. In July, the financial services provider announced that over 100 million customers had their social security and bank account information stolen. In the breach's wake, additional details have emerged; more than 30 companies are believed to have their data stolen.

If your business has a corporate bank account with Capital One, check your statement for discrepancies. Immediately report any suspected fraud. Capital One breach-related scams are likely, so make sure your employees know how to spot phishing and hacking attacks. Always verify email addresses for authenticity before downloading attachments and clicking on embedded links. Employee-issued devices should have virus and malware detection software installed on them.

Since your corporate cloud applications may be at risk, monitor them for suspicious activity. Implementing an offline backup solution is a great way to add an extra layer of protection to your cloud data. Data backed up to a portable data storage device is better protected from malicious attacks. Store your offline backups offsite for protection from disasters and attacks.

As with any major data breach, expect more fallout from the Capital One breach in the coming weeks and months. Stay vigilant and be proactive.

***"Determine that the thing can and shall be done, and then we shall find the way."***—Abraham Lincoln

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### TRIVIA QUIZ ANSWERS:

1. The African Elephant. 2. Proboscides. 3. About two gallons. 4. A mahout. 5. 22 months. 6. 60-70 years. 7. Ivory. 8. 40,000. 9. The matriarch. 10. A bull.

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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