

SEPTEMBER SERVICE AWARDS

Celebrating Pacific Employee Anniversaries

2 YEARS

Scott Correll

4 YEARS

David Postlethwait

10 YEARS

Cheng Her

13 YEARS

David Meza

24 YEARS

Kevin Fenster



*All truths are easy to understand once they
are discovered; the point is to discover them.*

— Galileo Galilei



What's Inside This Month?

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Thoughts from Richard Steed

With the changing season comes cooler air, the scent of harvests, and the promise of upcoming months of gorgeous weather. This combination never fails to trigger certain thoughts and sensations for me. Sometimes they're vague notions like a "football day." One of those days that just feels made for the game. You can feel it, smell it, even hear it in the air. And if you like hot dogs, well, then you can taste it, too.



Sometimes the thoughts are passing thrills, as upon hearing the sound of birds overhead. Where are they going? South, yes. But where exactly?

Other triggered thoughts are more philosophical. Is it more literary to say "autumn" rather than "fall?" Somehow it seems so. Or, perhaps a more whimsical philosophical pondering: With all the focus on "back to school," I wonder if families ever take a "beginning of the school year" photo of the teacher standing in front of a bush with his or her lunch bag?

Football day, migrating birds, ponderings on the family lives of teachers . . . seemingly unrelated thoughts that somehow make sense together for no other reason than the "feel" of a certain time of year.

We don't have to understand why this is so. I've never understood the whole chlorophyll-sun-ray-thingy about why leaves change color. I've read the scientific explanations from time to time, but to me it still seems to have something to do with cooler air.

At some point this fall (or "autumn" for you literary folk) I will stop wearing shorts without even realizing I have done so.

I will come to work a little different each day, unaware of my subtle adaptations to the changing season, and remain filled with a sense of accomplishment knowing that as time marches on I am privileged to have been named the protector of your business' most valuable information assets, preserving their integrity in the changing the seasons of nature, as well as the evolving climate of privacy and information management laws.

I thank you for that privilege, and wish you a happy September!

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 September!

The Hidden Costs of Data Loss

Hidden costs. Who loves them? Don't answer that. It's a rhetorical question.

On your last business flight, you chose the economy rate because you snapped up what you thought was the bargain of the century, only to discover that there were additional fees for fuel surcharge, sales tax, airport tax, baggage, phone booking, WiFi, seat choice, food/drink and finally, a blanket to calm your anxiety from the added costs. In hindsight, you wish you had just driven your well-used turquoise 2001 Honda Acura.

Data loss. Who loves it? Don't answer that either.

But imagine that, despite doing everything you could to avoid such an event, it happened. And now you and the company are facing data loss. And it's going to cost you more than you had imagined.

Whether data loss is caused by ransomware, natural causes, human error, cybercrime, or one of many other possibilities, the cost is multilayered and could include issues like:

- **Downtime**, which is the time frame during which your business is unable to provide services for your clients. The longer a business is offline, the more money and productivity it loses.
- **Unproductivity**, which is when users and employees are prevented from accessing files and fulfilling their essential work.
- **Lost Revenue**. When companies have no way of accessing orders and transactions, delays are encountered, which converts to lost revenue.
- **Halted Production**. A forced production shutdown can result in a huge financial loss.
- **Fines** are issued by legal authorities when laws were not complied with. If sensitive information is released beyond the control of the company whether by accident, theft, or mismanagement, the company is held liable and can experience expensive legal fines.
- **Reputation** is a commodity that takes a long time to develop and a moment to destroy. It is the backbone of a company's success. A data loss event, regardless of the reason, can damage your reputation and credibility.

Data loss can happen to anyone. But being proactive and ready will help minimize the risk of a data breach and hidden costs if it should happen. Here's what you can do to prevent and prepare:

- **Be diligent** and have proper procedures in place, utilizing outside professionals if necessary. Show that due diligence was followed.
- **Have a recovery plan** in place to minimize fallout and to get the business and clients back to normal as soon as possible.
- **Be prepared** for the post-breach procedure. Being caught off guard and uninformed will only exacerbate the situation.

September Holidays and Events

Daily Observances:

- 1-7 Self-University Week
- 1-8 International Enthusiasm Week
- 4 Newspaper Carrier Day
- 5 Be Late for Something Day
- 5-11 National Suicide Prevention Week
- 6 Labor Day
- 6-10 National Payroll Week
- 8 International Literacy Day
- 9 Wonderful Weirdos Day
- 10 Swap Ideas Day
- 11 Patriot Day
- 12 National Grandparents Day
- 12 National Hug Your Hound Day
- 12-18 National Assisted Living Week
- 13 National Boss/Employee Exchange Day
- 13 National Celiac Awareness Day
- 13-17 Substitute Teacher Appreciation Week
- 13-18 National Line Dance Week
- 16 International Day for the Preservation of the Ozone Layer
- 17 Constitution Day
- 17 Citizenship Day
- 17 National POW/MIA Recognition Day
- 17-23 Constitution Week
- 18 International Coastal Cleanup
- 18 International Eat an Apple Day
- 19 International Talk Like a Pirate Day
- 19-25 International Clean Hands Week
- 19-25 National Farm Safety and Health Week
- 19-25 National Singles Week
- 19-25 Prostate Cancer Awareness Week
- 19-25 Turnoff Week
- 20 National Woman Road Warrior Day
- 20-22 International Women's Ecommerce Days
- 20-24 National Love Your Files week**
- 21 International Day of Peace
- 21 World Alzheimer's Day
- 22 First Day of Autumn
- 22 International Day of Radiant Peace
- 22 National Centenarian's Day
- 24 Love Note Day
- 25 Family Health and Fitness Day
- 25 National Hunting and fishing Day
- 25 National One-Hit Wonder Day
- 25 National Public Lands Day
- 25 Read in America Day
- 26 Gold Star Mother's Day
- 27 Ancestor Appreciation Day
- 27 World Tourism Day
- 28 World Maritime Day

PacBlog

Why Disaster Recovery is More Important Than Ever

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/why-disaster-recovery-is-more-important-than-ever>

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 kind of bicycle does a gym teacher ride to school?

Last Month's Answer to:

What kind of school would you find on top of a mountain?

A high school!

Last month's Winner:

MARIA DUNN

**** CONGRATULATIONS ****

Email your answer to info@pacific-records.com

Trivia Quiz: Trees!

Even though it's still warm out, before you know it, fall will be here. To celebrate its arrival, we've put together a quiz to test your tree knowledge.

1. True or False. Almost one third of the U.S. is covered by forests.
2. Which of the following products are made with some part of a tree: chewing gum, hair spray, toothpaste, and/or Twinkies?
3. How long does it take for an oak tree to produce its first acorn?
4. How long does a typical tree in an urban downtown area live?
5. What percentage of a tree is made up of living cells?
6. How many different kinds of trees are there in the world?
7. The oldest tree that is still living is a Bristlecone Pine. How old is it?
8. Palms are often called trees, but they are more closely related to what plant?
9. What type of tree is the tallest in the world?
10. The ship USS Constitution earned the nickname Old Ironsides for its ability to repel British cannonballs. But the ship was not made of iron. What was it really made of?

Answers on Back Page!

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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:

www.yelp.com/biz/pacific-records-management-sacramento-5

Modesto:

www.yelp.com/biz/pacific-shredding-modesto

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Fresno:

www.yelp.com/biz/pacific-shredding-fresno

Taming the Cord Chaos

Anyone who uses a computer or has electronics at home knows that the cords from all these devices can quickly get into a tangled mess. Not only are they unsightly, but they can pose a tripping hazard and can make it hard to find the right cord when you need it. There are lots of gadgets designed to address this problem, but you don't have to spend a lot of money to tidy up your cords.

First, be sure you have a surge protector. This device offers you a set of outlets that plugs into a single outlet in the wall. You will increase the number of devices you can plug in. By mounting the surge protector under a desk or on a wall, you can consolidate some of your cords. Just be sure to place it in an out-of-the-way place that's still easily accessible.

To keep the cords from getting tangled up once they are all plugged in, bundle them together using cable ties. These small plastic zipper ties are readily found at home improvement stores. You will need to leave enough slack in your bundle so that the cords can still reach the surge protector, but this will keep them from moving so much that they become tangled.

If your cords have to travel a significant length to reach their outlet, consider purchase inexpensive cord covers. These plastic covers can be run along the length of a shelf, desk, or baseboard, and come in a variety of colors, so you can blend them in with your décor. A cup hook will also work to guide cords where they need to go.

Finally, consider labeling each cord. You can attach a labeled sticker onto the cord. You can also use colored labels, with each cord getting a different color. Place a sticker of the same color on each end of the cord and you can quickly see what attaches to each.

By the Numbers: Labor Day

- There are over 154 million people aged 16 or older in the nation's labor force.
- About five percent of the working population (7.6 million people) have more than one job.
- There are over 10 million self-employed workers.
- Most people have been with their current employer at least four years.
- It takes an average of 25.5 minutes to commute to work.

TRIVIA QUIZ ANSWERS:

1. True.
2. All of them.
3. At least 20 years.
4. Only seven years on average.
5. Only 1 percent.
6. Over 20,000.
7. 4900 years old.
8. Grasses.
9. The California Redwood (the tallest is 368 feet tall).
10. Live oak wood.

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