

## SEPTEMBER SERVICE AWARDS

*Celebrating Pacific Employee Anniversaries*

**29 YEARS**

Kevin Fenster

**18 YEARS**

David Meza

**15 YEARS**

Cheng Her

**9 YEARS**

David Postlethwait

**2 YEAR**

John Garcia

**1 YEAR**

Lisa Melius

Raymond Elwess

*“Education is not the filling of a pail,  
but the lighting of a fire.”*

— William Butler Yeats

### What's Inside This Month?

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*30 Minutes That Could Save Your  
Business:*

## Thoughts from Richard Steed



September has a funny way of sneaking up on us. One day we're complaining about the heat, and the next we're standing in a parking lot wondering where we put the jacket we haven't needed since April. The days are still warm, but there's a different feeling in the air. Summer hasn't quite left, but it has started packing.

I notice it in the evenings first. The sun disappears a little earlier, the neighborhood gets quieter, and suddenly there's a little more darkness between dinner and bedtime. Even the lawn seems to know something's up. Everything's still green, but the season has begun its slow change.

September also has a way of making us look backward. We remember the things we intended to do over the summer and didn't quite get around to. That camping trip that never happened. The summer garage project that somehow became a September garage project. The book we were going to read "when things slowed down." Apparently, things never did.

But there's no need to feel guilty about any of it. Some of the best parts of summer were probably the things that weren't on the list anyway. An unexpected visit, a long conversation, an afternoon spent doing absolutely nothing useful. Those moments rarely make it onto a calendar, but they're often the ones we remember.

Perhaps September is less about getting everything done and more about deciding what deserves to come with us into the next season. We can't keep everything. Some things have served their purpose, and some have simply been taking up space while we weren't looking.

That's a familiar thought in records management. As the year moves toward its final stretch, it's a good time to take a look at what we've accumulated and ask a simple question: Do we really need to keep all of this? Sometimes the answer is yes. Sometimes it's surprisingly easy to let go.

So here's to September—the month of changing leaves, cooler evenings, unfinished summer projects, and a gentle reminder that moving forward sometimes begins with leaving a few things behind.

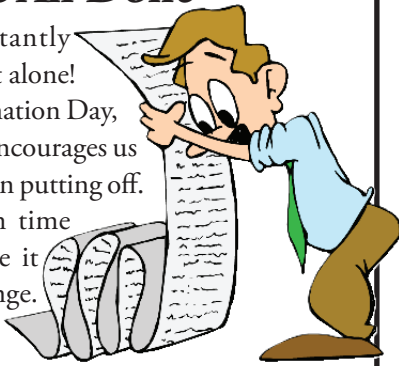
*Richard*

# 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!

## Getting It All Done

Do you find yourself constantly putting things off? You are not alone! September 6 is Fight Procrastination Day, an unofficial observance that encourages us to tackle the things we have been putting off. Everyone procrastinates from time to time, and for some people it can become a recurring challenge. Fortunately, there are ways to jump-start your to-do list.



### Break tasks down into smaller tasks.

Saying you need to organize your kitchen cabinets can seem like a huge job, but organizing just your silverware drawer may not be so bad. For every big job, make a list of the individual tasks that need to be done and tackle them one at a time. Pretty soon, your big job will be completed without feeling quite so big.

### Know your weaknesses.

Take a moment to think about what you tend to procrastinate on most. Is it doing the laundry, making sales calls, or planning for dinner? Make that task one of your priorities for the day. By accomplishing something you have been putting off, you may find it easier to move forward without it hanging over your head.

### Do you have 15 minutes to spare?

Even with the busiest schedule, most people can find 15 minutes a day. Set aside this short amount of time to tackle a project you have really wanted to get done but never seem to get to. Fifteen minutes may not sound like much, but you may be surprised by what you can accomplish. You may even find yourself spending longer on the project once you get started.

### Reward yourself for a job well done.

Plan something nice for yourself—a movie, a special meal, or a weekend away—but make it a reward for completing a task or reaching a goal. Sharing your goals with someone close to you can also provide encouragement and accountability along the way.

### Understand what is getting in your way.

Procrastination is not necessarily a matter of laziness. People may put things off because a task feels boring, difficult, overwhelming, unpleasant, or emotionally uncomfortable. Stress and anxiety can also play a role. If you feel overwhelmed, consider whether eliminating or postponing some less-important tasks might help you feel less pressured.

Most importantly, ask yourself whether the task really needs to be done at all. You may discover that something you have been putting off is something you would simply like to accomplish, rather than something that truly needs to be finished. Giving yourself permission to let go of unnecessary tasks may be just as productive as checking them off your list.

## September Holidays and Events

### Daily Observances:

- 4 Bring Your Manners to Work Day
- 4 Newspaper Carrier Day
- 5 Be Late for Something Day
- 5 International Day of Charity
- 6 Fight Procrastination Day
- 7 Labor Day
- 8 International Literacy Day
- 9 Wonderful WeirDOS Day
- 10 Swap Ideas Day
- 10 World Suicide Prevention Day
- 11 Patriot Day and National Day of Remembrance
- 13 National Grandparents' Day
- 14 National Boss/Employee Exchange Day
- 16 National Play-Doh Day
- 17 Citizenship Day
- 17-23 Constitution Week
- 18 Constitution Day
- 18 National POW/MIA Recognition Day
- 19 Fall Astronomy Day
- 19 International Talk Like a Pirate Day
- 21 International Day of Peace
- 22 Dear Diary Day
- 22 National Centenarian's Day
- 23 Vernal Equinox
- 24 National Punctuation Day
- 25 Love Note Day
- 26 National Hunting and Fishing Day
- 26 National Public Lands Day
- 27 Ancestor Appreciation Day
- 28 World Rabies Day
- 29 International Coffee Day
- 29 National Biscotti Day
- 30 National Women's Health and Fitness Day

### Monthly Observances:

- National Preparedness Month
- Be Kind to Editors and Writers Month
- Sports Eye Safety Month
- Library Card Sign-Up Month
- National Childhood Obesity Awareness Month
- Subliminal Communications Month
- Update Your Resume Month
- Whole Grains Month
- Atrial Fibrillation Awareness Month
- Baby Safety Month
- Childhood Cancer Awareness Month
- Fall Hat Month
- Gynecologic Cancer Awareness Month
- Happy Cat Month

## PacBlog

# Why Your File Room Is Blocking Your AI Strategy

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-your-file-room-is-blocking-your-ai-strategy/>

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:

Why did the apple go out with a fig?

**Last Month's Answer to:**

*What animal would you find in the school library?*

**A bookworm!**

**Last month's Winner:**

**SCOTT BEVERLY**

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

## Trivia Quiz: All About September

September brings the first hints of fall, changing leaves, back-to-school traditions, harvest season, and plenty of interesting history. Test your knowledge with this month's trivia challenge!

1. What is the birthstone for September?
2. Which planet is named after the Roman god of the sea?
3. In the Northern Hemisphere, what season officially begins in September?
4. What famous ocean liner was launched on September 26, 1900?
5. Which U.S. state was the first to celebrate Labor Day as an official holiday?
6. What autumn fruit is traditionally associated with Johnny Appleseed?
7. Which famous composer was born on September 22, 1958, in England and became known for film scores including "The Mission" and "The Untouchables"?
8. What is the name of the full moon that typically occurs in September?
9. Which famous American author, known for "The Raven," died on October 7, 1849?
10. What international day is observed on September 21 each year to promote peace and non-violence?

*Answers on Back Page!*



"That? It's the mansplaining jar."

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# ***30 Minutes That Could Save Your Business: A Records Preparedness Check***

September is National Preparedness Month, and for businesses across California's Central Valley, that timing is no accident. Wildfire smoke, seasonal flooding, public safety power shutoffs, and the occasional burst pipe all share one trait. None of them announce themselves in advance.

Most continuity plans account for people, buildings, and technology. Records are the piece that gets overlooked, right up until someone needs a signed contract, a patient file, or seven years of tax documentation and cannot produce it.

You do not need a full continuity overhaul to make real progress. Here is a 30-minute exercise your team can complete this month.

## **Minutes 1 through 10: Name your critical records**

Ask one question. If this office were unavailable for two weeks, which documents would we need to keep operating? Most organizations land on a short list. Active client files, accounts receivable, insurance policies, licenses, employee records, and vendor agreements. Write them down. That list is your priority tier. Everything else can wait.

## **Minutes 11 through 20: Find out where they actually live**

Not where policy says they live. Where they are right now. Walk the file room. Open the cabinets behind reception. Check the boxes in the storage closet, the ones stacked in the break room, and the ones someone took home during the last office move. You are looking for two red flags: critical records that exist in only one place, and critical records sitting somewhere with no fire suppression, no climate control, and no lock.

## **Minutes 21 through 30: Close the biggest gap**

You will find more than one. Pick the worst, assign it an owner, and give it a date. For most businesses the fastest wins are the same three. Scan the records you cannot afford to lose so a copy exists offsite. Move inactive paper out of the building and into a facility built to protect it. Set up a backup media rotation so your digital files are not sitting in the same room as your operation.

This is something most businesses think they have already handled. A backup stored in the same building as the original is not a backup. It's a second copy of the same risk.

The businesses that recover quickly from disruption are rarely the ones with the most sophisticated plans. They are the ones who did the basic work before they needed it. They knew what mattered, they knew where it was, and they had a copy somewhere else.

Thirty minutes this month. Put it on the calendar.

## **Minute 31: Start now**

Pacific Records Management provides secure offsite records storage, document scanning, and data protection services to businesses in Stockton, Sacramento, Modesto, Fresno, and Reno. To talk through your records preparedness plan, call (800) 685-9034.

### ***College Student Writes Home***

Dear Dad,

School i\$ really great. I am making lot\$ of friend\$ and \$tudying very hard. With all my \$tuff, I \$imply can't think of anything I need, \$o if you would like, you can ju\$t \$end me a card, a\$ I would love to hear from you.

Love, Your \$on.

#### ***The Reply***

Dear Son,

I kNOw that astroNOmy, ecoNOmics, and oceaNOgraphy are eNOugh to keep even an hoNOor student busy. Do NOt forget that the pursuit of kNOwledge is a NOble task, and you can never study eNOugh.

Love, Dad

## ***Trivia Quiz Answers:***

1. Sapphires; 2. Neptune; 3. Autumn (fall); 4. RMS Olympic; 5. Oregon; 6. Apple; 7. Andrea Bocelli; 8. Harvest Moon; 9. Edgar Allan Poe; 10. International Day of Peace

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