

## *Preserving Your Backup Tapes*

Your backup tapes are your lifeline to recovery in the event of a data loss. However, you have to be able to restore data with confidence—and proper preservation of your tapes makes all the difference. Over time, magnetic media will inevitably degrade. However, with the right storage conditions the life expectancy of your backup tapes can be extended significantly.

A clean and controlled environment is essential. UV light, dust, debris and other airborne pollutants can corrupt the readability of your backup tapes. Magnetic interference also leads to data loss, so your storage environment should be designed to minimize magnetic fields which could degauss—or erase—the information on your tapes. Rather than being allowed to lie horizontally, your backup tapes should always be stored vertically.

The temperature and humidity levels in the area where your backup tapes are stored should also be strictly monitored and regulated as necessary. Even the slightest climate fluctuations can cause your backup tapes to deteriorate. Therefore, your storage environment should provide temperature and relative humidity (RH) levels optimal for maximum media preservation: between 65 and 70 degrees Fahrenheit (18-21 degrees Celsius) and between 40 and 50 percent relative humidity.

The right facility ensures your backup tapes can be preserved for a number of years and remain readily available to support your data recovery needs. Look for a media vault that is designed specifically for the protection of backup tapes, and is equipped with systems and technologies that minimize potential risks to your data while fostering long-term preservation.

### What's Inside This Month?

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*Dealing with the Flu*

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*January Offers!*

## *Thoughts from Richard Steed*

The New Year is a time to make a fresh start. It's a time of renewal; a time to catch up and begin with a clean slate. But this time of "catching up" seems to come at a most inopportune time, doesn't it? It comes right after the busiest social month of the year, when most have fallen behind on our workloads. We've spent a busy month of keeping holiday commitments to our families and friends; of squeezing in a year's worth of care and attention to the loved ones we feel we've mostly neglected throughout the year.

This time of renewal comes when the piles on our desks are deepest. It comes when we have more red-flagged emails than we could ever realistically attend to. It comes when the top line of our "To Do" list reads, "Finish last To Do list!"

But I've been thinking about this. Maybe this inopportune timing is actually appropriate timing? Maybe the best time for renewal and a fresh start is precisely when the piles are too high to manage? Maybe it's time for purging and renewal?

How important is the 40th item on my ongoing "to do" list? Just how urgent is red flag #122 in my email? And I have NO IDEA what's in the bottom of the paper pile next to my desk. . . let me just look right now . . . Er, it's a 4-month old receipt for a pair of sneakers that I intended to return, never did, and have since given away as a gift. Hmmmm. Good! Yay! I have just placed that 4" x 2" square of paper into the recycle bin. Now we're getting somewhere! Woo-hoo!

I feel better already! Rebirth—renewal—yah! As for resolutions . . . yes, I've made all of the obvious ones, just as I do every year. But with this mindset of rebirth and renewal I hereby resolve to be the best manager of your records that I can possibly be. And to be such an efficient manager that I won't have to wait till December to give my family the attention they deserve!

Yes, it is a time of purging, too. I suspect as you clean out your office files and get ready for the New Year you may find yourself in need of a shredding service. As always, we're here to take care of our regular clients. And if you're not yet signed up with our shredding service? Well, in that case, please see the coupon on page three!

Happy New Year!

*Richard*

# Get 5 FREE Storage Cartons!

Buy 25 or more Pacific Records Management cartons and get 5 free anytime in January with mention of this coupon!

## ***Identity Theft Prevention Tips***

According to the Experian credit bureau, two types of identity theft are rising faster than any others: those involving tax returns and medical care. These types of identity theft tend to target seniors more than any other groups. This occurs because seniors tend to have less credit card debt, making them a low risk for creditors. An identity thief would rather steal the identity of someone like this than someone who would be declined for a new credit card based on their history. A senior's application is more likely to be approved, making it very attractive for a thief to steal.

Seniors are also less likely to monitor their credit history and reports. They have fewer applications for loans like auto loans, mortgages, and store cards, so they have less need to access their credit reports on a frequent basis. The transition to Medicare also means that seniors are sharing their medical and some financial information more frequently with a diverse set of companies and government representatives. This opens up opportunities for thieves to lie to get this information.

How can seniors best protect themselves from becoming victims of identity theft? These tips will help keep this sensitive and important information in the right hands.

### **1. Be wary of requests for information by phone.**

Any incoming phone call requesting personal, medical, or financial information should be considered suspect. If you get a call asking for this information, simply hang up and call the company directly. If the call was legitimate, they will be able to complete their business with you. If it was a thief trying to get your information, you will know immediately.

### **2. Check your credit reports regularly.**

You can get a free credit report from each of the credit bureaus each year. Mark it on your calendar to remind you to do this annual chore. Visit [annualcreditreport.com](http://annualcreditreport.com) and remember that the reports are absolutely free to you. If a company says they can get your credit report for you for a fee, know that they are not offering a legitimate way to do this.

### **3. Secure your information.**

Don't carry more personal information with you than you need. Leave your Social Security card, Medicare card, extra credit cards, and financial information at home when you head out. Secure these documents in a locked security box at home, especially if you have people regularly visit your home. If you need to enter the hospital for treatment, leave these documents only in the hands of someone you trust. Make sure your computer is secured with antivirus and firewall software. Keep your passwords unique and change them on a regular basis. Finally, shred documents before you place them in the trash.

*There are two mistakes one can make along the road to truth...not going all the way and not starting. — Buddha*

## ***January Holidays and Events***

- 1 New Year's Day
- 1-7 New Year's Resolutions Week
- 2 Happy Mew Year For Cats Day
- 2-8 Someday We'll Laugh About This Week
- 4 World Braille Day
- 4-10 Home Office Safety and Security Week
- 5 Twelfth Night
- 7 International Programmers Day
- 8 Show-and-Tell Day at Work
- 9 National Cassoulet Day
- 10 National Cut Your Energy Day
- 11-17 Cuckoo Dancing Week
- 12 National Clean Off Your Desk Day
- 13 Poetry at Work Day
- 15 Get to Know Your Customer Day
- 16 Religious Freedom Day
- 17 Kid Inventors Day
- 18-24 Hunt for Happiness Week
- 19 Martin Luther King, Jr, Federal Holiday
- 19-23 Healthy Weight Week
- 19-25 National Handwriting Analysis Week
- 20 Rid the World of Fad Diets and Gimmicks Day
- 21 National Hugging Day
- 22 Women's Healthy Weight Day
- 23 National Handwriting Day
- 24 Belly Laugh Day
- 25 World Leprosy Day
- 25-31 Clean Out Your Inbox Week
- 26 Bubble Wrap Appreciation Day
- 28 Data Privacy Day
- 29 Curmudgeons Day
- 30 Fun at Work Day
- 30 Inane Answering Message Day
- 31 Inspire Your Heart with the Arts Day

### **January is also . . .**

- National Slavery and Human Trafficking Awareness Month
- International New Year's Resolutions Month for Businesses
- International Brain Teaser Month
- National Clean Up Your Computer Month
- International Child-Centered Divorce Awareness Month
- International Creativity Month
- International Wayfinding Month
- International Wealth Mentality Month
- Worldwide Rising Star Month
- Get Organized Month
- Book Blitz Month
- Celebration of Life Month
- National Stalking Awareness Month
- National Volunteer Blood Donor Month
- Teen Driving Awareness Month

## PacBlog

### ***In-House Shredding vs. Professional Document Destruction***

PacBlog is the monthly web log of Pacific Records Storage. To read this month's installment, please click the title below.

<http://pacific-records.com/house-shredding-vs-professional-document-destruction>

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 VISA 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:

What is the shortest complete sentence in the English language?

**Last Month's Answer to:** *What is the center of gravity?*

**The Letter "V"**

**Last month's Winner:**

**GALE GRIGSBY, PROJECT COORDINATOR**

**UNGER CONSTRUCTION Co.**

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

## **JANUARY SERVICE AWARDS**

*Celebrating Pacific Employee Anniversaries*

**29 YEARS**

Richard Steed

**4 YEARS**

Jerry Hicks

**3 YEARS**

Dick Kelton

### ***Quick Tips: Green Living***

If you have old leaky windows in your home, try covering the glass with insulating shrink film. This is intended only for windows that you will not open until spring. The plastic film reduces heat transfer, keeping your home warmer and saving on energy costs.



"Everyone is out with the flu, the computers all have a virus and the shredder just threw up."

## **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 a Google Review

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://plus.google.com/+PacificRecordsManagementSacramento/about>

Modesto: <https://plus.google.com/+PacificRecordsManagementModesto/about>

Stockton: <https://plus.google.com/+PacificRecordsManagementStockton/about>

Fresno: <https://plus.google.com/113474348543323239861/about>



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.

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## Dealing with the Flu

It's that time of year again--flu season is here. Each year as many as 30 million people contract the flu in the United States, leading to 20,000 deaths a year. At most risk are the elderly, those with chronic disease like diabetes, asthma, or heart disease, and infants.

The flu is like a cold in many ways. Both are respiratory infections, but the symptoms can vary. A fever, general aches and pains, and fatigue usually accompany the flu. You may also experience a sore throat, coughing or sneezing. If a cold is misdiagnosed as the flu, there is usually no problem. But the flu misdiagnosed as a cold can possibly lead to serious complications like pneumonia being overlooked. If you have any symptoms of the flu, you should contact your doctor as soon as possible.

There is no cure for the flu, but there are things you can do to make yourself more comfortable while you have it. The best course of action in dealing with the flu is to get plenty of rest and drink lots of fluids. Be sure to talk to your doctor to get advice about using a decongestant or antihistamine to treat nasal congestion. What about getting a prescription for antibiotics? Antibiotics have no effect on the flu because it is caused by a virus.

And what about chicken soup? Well, it can't hurt! Although it doesn't cure anything, it can soothe a sore throat, clear clogged passageways, and hydrate you. It is good TLC at a difficult time.

If you do find that you are suffering from the flu, consider getting the flu shot next year. These are generally given in the fall and must be received each year, as the strains of flu vary from year to year. In the meantime, remember that time and rest are the best cures of all for flu sufferers.

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## Toasting To a New Year

To help you bring in the New Year properly, here are some great Irish toasts.

- In the New Year, may your right hand always be stretched out in friendship but never in want.
- May you live as long as you want and never want as long as you live.
- May you be in heaven a full half hour before the devil knows you're dead.
- May you be poor in misfortune, rich in blessings, slow to make enemies, quick to make friends. But rich or poor, quick or slow, may you know nothing but happiness from this day forward.
- May the roof above us never fall in, and may we friends gathered below never fall out.
- Here's to you and yours and to mine and ours, and if mine and ours ever come across you and yours, I hope you and yours will do as much for mine and ours as mine and ours have done for you and yours.

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Stockton (209) 320-7771 • Sacramento (916) 649-7360 • Fresno (559) 475-7892  
Modesto (209) 343-4630 • Napa/Solano County (888) 893-6054

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