

Make 2018 a Success with Records Management Best Practices

Another holiday season has ended, and 2018 is here! As you're getting back to business, follow these records management best practices to ensure a successful year:

1. Make a fresh start by securely disposing of old, outdated paper records. Your shredding provider will deliver purge bins to your office. Simply fill them with the documents you don't need or want, and your shredding provider empties the bins and destroys the contents. It's a simple and secure solution for freeing up office space.

2. Don't forget to practice good shredding habits throughout the year. Routine shredding helps prevent identity theft and keeps clutter at bay.

3. Instead of wasting time with an office shredder, invest in a scheduled shredding service. Secure shred collection consoles are placed in high-traffic office areas, next to printers, photocopying machines and other frequently-used rooms. Deposit your documents into the console and they're collected weekly, monthly or quarterly for professional destruction. A Certificate of Destruction is issued every time your documents are destroyed.

Remember to review your document retention policy. Make sure relevant documents are stored, preserved and backed up. Review state and federal rules so you know which records to keep and which ones to destroy. Set final disposition dates for your files so your company complies with legal and regulatory requirements. And last but not least, clearly communicate your retention policy so your employees know and follow the correct protocol. Having the right records management practices is the key to success in 2018!

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Thoughts from Richard Steed

It's January, 2018, which could only mean one thing . . . the world didn't end yet. It seems every year someone's predicting the end of the world, Remember back in 2012 when people were talking about the world ending on December 21st? Many people took it more seriously that time. After all, it wasn't just the usual rogue cult leader making the prediction. That time it was the Mayans—a well-respected ancient civilization, no less. Okay, okay, I'm sure many of you who took the time to research it, knew that the Mayan calendar didn't actually predict the end of the world. But its mysterious 2012 ending date sure had a lot of people worried.



Thankfully, we now have something new to worry about. We just had our first full moon on January 1, 2018. This means we'll be able to squeeze in thirteen full moons this year. Oh no! Thirteen! Maybe the world will end on the thirteenth full moon? I'm sure someone somewhere has already predicted that.

The 13th full moon will be in December, too. So if the world didn't end December 2012, then it most assuredly will December 2018! See? Lot's of chances for the world to end!

We're not rattled by any of it. We take the end of the world in stride here. In our business—which is to protect your business—we prepare for the end of the world every day. This fact would have been noted on the Mayan calendar, but, you know . . . they ran out of room.

So, if you want your information assets to be safe and sound after the next end-of-the-world, why not give us a holler?

You can find our contact info etched in the missing tablet of the Mayan calendar. For convenience, we've also listed it herein.

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 January!

JANUARY SERVICE AWARDS

Celebrating Pacific Employee Anniversaries

32 YEARS

Richard Steed

6 YEARS

Dick Kelton

2 YEARS

Willie McClinton

A Dog at the Movies

A woman went to the movies and noticed that in the front row was a man sitting with his dog. As the movie began, she was amazed to see that the dog was crying at the sad parts and laughing at the funny parts. The dog continued this throughout the entire movie.

When the movie was over and the lights came back up, the woman approached the man. "That is the most amazing thing I've ever seen!" she said. "That dog seemed to really enjoy that film."

"I know," replied the man. "That is amazing! He hated the book!"

"Small cheer and great welcome makes a merry feast." —William Shakespeare

January Trivia: Presidents!

1. Who was the first president to be inaugurated on January 20?
2. Who was the first president to travel by car to and from the inaugural ceremony?
3. At his inauguration, Teddy Roosevelt wore a ring with a strand of which former president's hair?
4. Where was George Washington inaugurated?
5. Which president was the first to have his inauguration televised?
6. Which chief justice of the Supreme Court administered the oath the most times?
7. Who was the oldest president at his inauguration?
8. Martin Van Buren rode to his inauguration in a carriage constructed from the timbers of what famous ship?
9. Which president was inaugurated on an airplane?
10. When is the vice president sworn in?

Answers on back page!

January Holidays and Events

Daily Observances:

- 1 New Year's Day
- 2 Run up the Flagpole and See if Anyone Salutes Day
- 3 Fruitcake Toss Day
- 4 Trivia Day
- 5 National Bird Day
- 6 Cuddle Up Day
- 6 Feast of the Epiphany
- 7 Old Rock Day
- 8 Bubble Bath Day
- 9 Play God Day
- 10 National Take the Stairs Day
- 10 Peculiar People Day
- 11 Step in a Puddle and Splash Your Friend's Day
- 12 National Pharmacist Day
- 13 Make Your Dream Come True Day
- 14 Dress Up Your Pet Day
- 15 Martin Luther King Jr. Birthday
- 16 Appreciate a Dragon Day
- 17 Ditch New Years Resolutions Day
- 18 Thesaurus Day
- 18 Winnie the Pooh Day
- 19 National Popcorn Day
- 19 National Tin Can Day
- 20 Penguin Awareness Day
- 21 National Hugging Day
- 21 Squirrel Appreciation Day
- 22 National Blonde Brownie Day
- 23 National Pie Day
- 23 National Handwriting Day
- 23 Measure Your Feet Day
- 24 Compliment Day
- 25 Opposite Day
- 26 Spouse's Day
- 27 Chocolate Cake Day
- 27 Punch the Clock Day
- 28 Data Privacy Day**
- 28 Fun at Work Day
- 28 National Kazoo Day
- 29 National Puzzle Day
- 29 National Cornchip Day
- 30 National Inane Answering Message Day
- 31 Backward Day
- 31 Inspire Your Heart with Art Day

Weekly Observances:

- 2nd Week Letter Writing Week

Monthly Observances:

- National Blood Donor Month
- National Braille Literacy Month
- National Oatmeal Month

PacBlog

How to Step up Data Security in Your Business

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/
step-data-security-business](https://pacific-records.com/step-data-security-business)

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 a lucky name.

Here is this month's challenge:

How many bricks does it take to finish a brick building?

Last Month's Answer to: *What do you get when you cross a snowman with a vampire?*

"Frostbite"

Last month's Winner:

DENA YOUNGVV

Email your answer to info@pacific-records.com

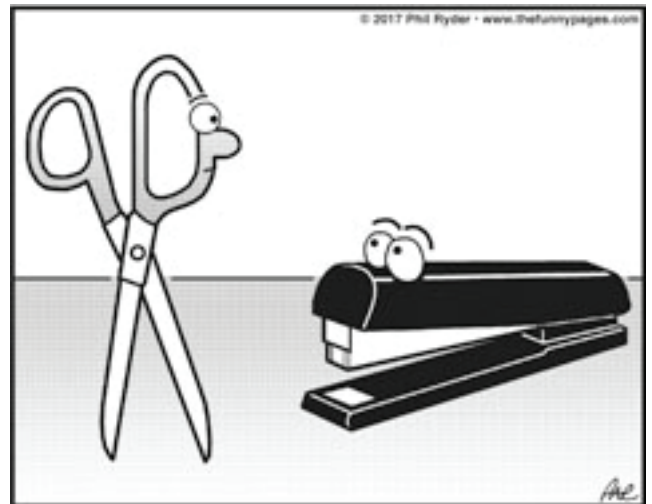
Green Living: Tire Care!

There's a common perception that the tires we put on our vehicles are made of rubber, a renewable resource. Unfortunately, well over 90% of all tires are made from synthetics, which have proved to be an environmental headache. Once tires have reached the end of their serviceable lives, conscientious people take them to the recycling center. In the USA, about 300 million tires are scrapped per year. While municipalities do their best to recycle the tires, 25% still wind up in landfills, and nearly half of reclaimed tires in the USA are utilized as "Tire Derived Fuel" (TDF), usually burned alongside other fuels such as coal, neither of which are the cleanest for our environment. So unfortunately, taking tires to recycling center mightn't be that earth friendly after all.

The best thing we can do for the environment is to reduce the number of tires we use. And the best way to do that is to get as much use as possible out of the ones on our vehicles right now. You can also save some cash in the process!

You can extend tire life substantially by:

- ensuring your tires are properly balanced and regularly rotated
- checking weekly to assure they are inflated to proper levels
- not speeding
- cornering, braking, and starting off gently
- not overloading your vehicle



"With everything online now, we're no longer considered office staples."

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 for more information.

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://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.

The 2018 calendars are in!

Please email us if you didn't get yours and would like one: info@pacific-records.com

How to Care for Your Pet During an Emergency

Just like any other member of your family, your pet can suffer from the effects of a disaster. You can help your pet survive and stay safe and healthy through a fire, flood, hurricane, tornado, or other emergency with some careful planning ahead.

When faced with a disaster, you need to decide for yourself and your family whether you are going to stay put or evacuate. If you do decide to evacuate, you should not leave your pets behind. Your pets may have a hard time surviving without you. Even if they do survive, they may escape and be difficult to find when you return. Most emergency shelters do not allow animals inside. Consider pet-friendly hotels or friends or family that live outside of the evacuation area and would be able to host both you and your pets. You should research these options before you are faced with an immediate danger.

When you leave take pet food, bottled water, medication, veterinary records, food dishes, a leash or harness, a pet first aid kit, and other supplies you may need but not be able to find later. You should also place a current photo of your pet in the bag in case you get separated and need to begin a search for your pet. You can pack a bag with these essentials ahead of time. Then in the event of an emergency, you do not have to scramble to find everything. You can just take your pet's bag with you.

Whether you are evacuating or staying put, be sure that your pet has identifying tags attached to his or her collar. Check to make sure they are securely fastened. If you are evacuating, add a small tag on which you've written the contact information of your evacuation site.

If you are remaining in your home during a natural disaster, be sure to stock up on necessities for your pet too. Have plenty of food, including some canned food in the event of flooding. You should also have a good supply of bottled water and a pet first aid kit. Keep a leash or pet carrier handy in case your pet cannot be secured in your home due to damage.

After an emergency, keep your pets leashed when outdoors and have them stay close to you. Things might seem unfamiliar to your animals and if they get loose, they may not be able to find their way home. If your pet has sustained any injuries, see a veterinarian as soon as possible. Finally, don't be surprised by a change in behavior—normally calm animals may become agitated and normally friendly pets may be scared and reclusive. Give your pets lots of attention and reassurance, and they should be back to normal in no time.

TRIVIA QUIZ ANSWERS:

1. Franklin D. Roosevelt. 2. Warren Harding. 3. Abraham Lincoln. 4. New York City. 5. Harry Truman. 6. Chief Justice John Marshall. 7. Ronald Reagan at 69 years of age. 8. U.S.S. Constitution. 9. Lyndon Johnson. 10. Immediately before the president.

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