

Key Elements of a Disaster Recovery Plan

Disasters often strike without warning, with the potential to inflict widespread damage on your business, including:

- loss of revenue
- loss of information
- inability to access systems and applications

A disaster recovery plan is a blueprint for enabling your organization for to continue to function in the wake of a disaster. When drafting a disaster recovery plan, there are several key elements you should incorporate.

Ensure data recovery

Data backup should be performed regularly. Today, even companies with limited IT resources can make sure that critical information is automatically protected with a cloud backup solution. Businesses using traditional tape backup methods should make sure media is properly rotated and stored off-site in a vault environment to ensure optimal preservation and protection.

Safeguard mission-critical documents

Paper documents containing vital business information should be stored in a location separate from your primary place of business. A professional records center provides protection against fire, flooding, and unauthorized access. Documents are indexed, barcoded and managed with tracking software so that they can be accurately and swiftly located to support disaster recovery efforts.

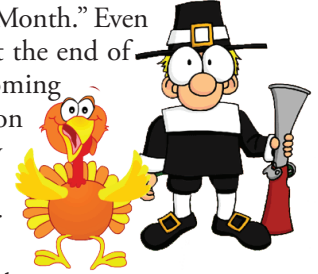
Test your plan

Even well-thought-out and detailed disaster recovery plans may have kinks that need to be ironed out. Periodic testing of your disaster recovery plan enables any problems to be addressed and remedied in advance of an actual disaster. At a minimum, your disaster recovery plan should be tested at least once a year.

There is only one thing more painful than learning from experience, and that is not learning from experience. —Laurence J. Peter

Thoughts from Richard Steed

For me, November is “Gratitude Month.” Even though we have Thanksgiving at the end of the month, just knowing it’s coming up causes me to begin reflecting on what I’m most thankful for in my life. Many things come to mind: Family, friends, my country. For those things alone, I am blessed.



Then there’s the icing on the proverbial cake: I’m fortunate in that I’m even grateful for my work. I love my job! And for that I’m always truly thankful. This month I find myself reflecting on why I love my job. I genuinely care for and like the people I work with. And feel the same about those I work *for*: You! I would like to thank you for giving us the opportunity to be your records and information management provider. I’m thankful to have such wonderful clients like you.

Thanks so much to all of our referral partners over the years who have helped us grow, and to all our warm-hearted clients!

I hope you enjoy your Thanksgiving and, in the spirit of the season, will have had time to reflect beforehand on the things that matter most to you in your own life.

Richard

Have a great(ful) November!

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

What’s Inside This Month?

Snore Busters

How to Save Lots of Money

Holiday Fun on a Budget

Brain Teaser: Win a \$25 VISA Gift Card!

Mental Health and Aging

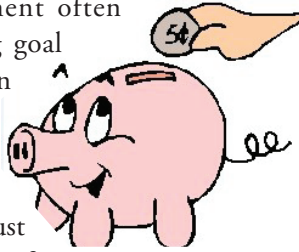
November Offers!

Get 5 FREE Storage Cartons!

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

How to Save Lots of Money

Advice about saving for retirement often includes the idea of setting a big goal for the amount you'll need when you stop working. You can find information about how to figure this goal, but how do you ever get to that large amount? For many, just hearing a large number goal to save for can feel defeating—to the point that some might say, "It is just impossible, so why even try?"



But if your goal is in the hundreds of thousands, it is best to simply break down this goal instead of just abandoning it. Those who save large amounts during their lifetime will admit that the first smaller goal is usually the hardest. So if you can reach that smaller goal, then the rest will progressively become easier.

So, if you've set a lofty goal of saving \$500,000 or \$1 million for retirement, remember that you can focus on a smaller goal right now. Look to put away \$10,000 first. Once that is accomplished, up your goal to say \$50,000. This could very well take longer, but you've already had success saving a large amount of money, so you know you can do it. Once you've hit this next smaller goal, up it to \$100,000, and so on.

Of course, the real key to saving is to do it consistently and to let it be. Set up automatic withdrawals to your savings account, participate in your employer's retirement and matching plans, and put aside some of the windfalls that come periodically into your financial life. Couple that with strong budgeting and a resolve to not take out any of your retirement

Holiday Fun on a Budget

Have you been wanting to throw a holiday party but are afraid of the resulting hit on your wallet? With some money-saving tips, you can have a great and affordable party.

- Instead of pricey invitations, send out your invites via email. Not only is this cheaper, but your guests will appreciate how easy it is to RSVP right away.
- Serve appetizers rather than main course dishes.
- Serve only beer and wine, rather than hard liquor. Alternately, you can also stick to one hard liquor drink, like eggnog or hot rum toddies.
- Save on decorating costs by using lots of strands of white Christmas lights. Instead of purchased cut flowers, use branches of green shrubbery from outside, nuts, pinecones, fresh fruit and potted plants to decorate. Arrange them on cake stands, in baskets or bowls, and finish your displays off with holiday ribbons.
- Instead of buying crushed ice, fill buckets with snow to chill wines, soft drinks, and beers.

November Holidays and Events

- 1 National Authors Day
- 1-7 National Patient Accessibility Week
- 2 Plan Your Epitaph Day
- 2 Zero-Tasking Day
- 3 Job Action Day
- 4 General Election Day
- 4 Use Your Common Sense Day
- 6 National Men Make Dinner Day
- 7-13 Dear Santa Letter Week
- 8 Cook Something Bold and Pungent Day
- 8 National Parents as Teachers Day
- 10 World Orphans Day
- 10-14 National Young Reader's Week
- 11 Death/Duty Day
- 11 Veterans Day
- 13 World Kindness Day
- 14 International Girls Day
- 14 World Diabetes Day
- 15 America Recycles Day
- 16 International Day for Tolerance
- 17 Homemade Bread Day
- 17-21 American Education Week
- 20 Universal Children's Day
- 21 World Television Day
- 21 World Hello Day
- 21-27 National Farm-City Week
- 22 International Aura Awareness Day
- 23 International Image Consultant Day
- 23-29 National Family Week
- 24 Celebrate Your Unique Talent Day
- 24-30 Better Conversation Week
- 25 Intl. Day for the Elimination of Violence Against Women
- 27 Thanksgiving Day
- 28 Native American Heritage Day
- 29 Electronic Greetings Day
- 30 Computer Security Day**

November is also . . .

- American Diabetes Month
- Aviation History Month
- Banana Pudding Lovers Month
- Diabetic Eye Disease Month
- Lung Cancer Awareness Month
- Movember
- Peanut Butter Lovers' Month
- Vegan Month
- Worldwide Bereaved Siblings Month
- National Adoption Month
- National Alzheimer's Disease Awareness Month
- National Diabetes Month

PacBlog

Keeping the Scary Threats to Your Information at Bay

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/keeping-scary-threats-information-bay>

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>

Quick Tips: Green Living

Conventional cat litter is usually made from bentonite clay. This clay is extracted through strip mining, which can cause environmental damage. It also does not compost well, so it most often ends up in landfills. Alternative products include non-clay litters made from corn or wheat, reclaimed pine shavings, or even recycled newspaper. These are better for the environment than conventional litter products and are just as good at clumping and reducing odor.

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:

Marc's father says: "I will pay you \$6.00 per hour for the 6 seconds you took to wash your hands before dinner."

How much money will Marc receive?

Last Month's Answer to: *You have a single match and are in a pitch black room with a candle, an oil lamp and a gas stove. Which do you light first?*

THE MATCH

Last month's Winner:

**JOHN RIGGS, CONTROLLER
PROCIDA LANDSCAPE, INC**

Email your answer to info@pacific-records.com

NOVEMBER SERVICE AWARDS

Celebrating Pacific Employee Anniversaries

11 YEARS

Vladimir Makarov

7 YEARS

Gabriel Pereira

1 YEAR

Phillip Guerrero

By the Numbers: National Parks

- In the National Park System, there are 401 sites with over 84 million acres of land.
- The most visited National Park is Great Smoky Mountains National Park in Tennessee and North Carolina, with over 9.3 million visitors each year.
- The least visited National Park is Gates of the Arctic National Park in Alaska, with only 11,000 visitors each year.
- The shortest average visit to any of the National Park sites is only 15 minutes at Thaddeus Kosciuszko National Monument in Philadelphia.



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Not IMAGINE them!

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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.

Bumper Sticker Humor

- Anything is possible if you don't know what you're talking about.
- Some people are wise, and some are otherwise.
- Why are wise men and wise guys the exact opposite?
- You can't overestimate the value of low standards.
- Meditation: it's not what you think.
- Honk if anything falls off.
- Don't believe everything you think.
- I used to be Snow White. But I drifted.

Salary Requirements

A young history major graduated from college and was on the search for a job. He finally landed an interview at a research firm. At the end of the interview, the human resources representative asked, "What starting salary are you looking for?"

"Well, I did excellent in school," the graduate replied. "I would think that somewhere in the neighborhood of \$100,000 is reasonable."

"Hmm," mused the HR rep. "Well, what would you think about a package of four weeks vacation, 20 paid holidays, full insurance coverage, a matching retirement fund to 30% of salary, a company car, and access to our corporate jet?"

The graduate sat up and said, "Wow! Are you kidding?"

The interviewer replied, "Yeah, but you started it."

Mental Health and Aging

There are a lot of things that change as we get older, but mental health concerns are not just a normal part of aging. Anxiety, mood disorders, and depression can occur at any age. In most cases, they can be treated, but many older people do not seek out help when they see symptoms of these conditions. While untreated mental health illnesses can be serious for anyone, for seniors they pose a particular threat to health and safety.

Many older adults think that they will naturally begin to get depressed as they age. They believe that the loss of independence or mobility, or having several friends that pass away, will lead to anxiety or depression. These events can cause feelings of sadness, but a lingering depression or worries that are greater than the everyday worries of life can indicate there is more going on.

There is no reason that aging itself should trigger depression. Older adults can live happy and healthy lives. Mental health is as important as physical health. Any changes or decline in health should be discussed with a doctor. Symptoms of a mental health issue include sadness that does not leave after a few weeks, consistent worry that does not resolve, trouble sleeping or concentrating, or abuse of alcohol or medication.

When seeking medical help, realize that older adults may need special care. When medication for depression is prescribed, it is important to note any possible drug interactions. Poor nutrition can also be remedied to provide help with both physical and mental health. There should also be increased opportunities for interactions with loved ones, exercise, and recreation. Good health for seniors means paying attention to all the aspects of good health—both mental and physical.