

What's Your Disaster Recovery Plan?

The 2017 hurricane season is one of the worst in recorded history. Wildfires have scorched hundreds of thousands of acres of land out west. The Mexico City earthquake was truly devastating. If we learn anything from these natural disasters, at least as far as business matters are concerned, the need for a disaster recovery plan is one of the most important lessons. Too many organizations fail to make disaster recovery a priority, but without a solid plan, your entire business lives and dies at nature's whim.

A solid disaster recovery plan incorporates hard copy record and digital data protection. Vital business documents should be stored offsite in a facility with advanced fire suppression and detection systems. Records cartons should never be placed on the ground or against a wall where they're susceptible to water damage. Instead, they should be stored in a climate-controlled facility on high-density racking systems.

Magnetic media, including portable hard drives and backup tapes, require a specialized storage environment. Temperature and relative humidity levels must be kept at a constant within nominal variances. The storage facility should be clean and dust free. Media should never be exposed to water. A specialized media vault offers this ideal offsite storage environment, as it features strict climate controls and waterless fire suppression. It also offers barcode tracking so tapes can quickly be retrieved and delivered to support data recovery efforts in the event of a disaster.

Don't let your business be caught off guard. Put a disaster recovery plan in place today!

What's Inside This Month?

Thoughts from Richard Steed

What's Your Disaster Recovery Plan?

November Trivia: Peanut Butter!

Want to Win a \$25 Amazon Gift Card?

Senior Safety Tips for Winter

Cold Weather Tips for Pet Owners

November Offers!

Thoughts from Richard Steed

Thank you, thank you, thank you! I'm giving thanks early this month. In fact, I'm giving it all month long because I'm grateful, grateful, grateful. For what? Well, so many things, but at this very moment I'm feeling a lot of gratitude for backup. Backup is often under-appreciated. That is, until you need it. And since the aim is to never need it—indeed some business are born into existence and retire honorably without ever having to use it—backup doesn't get its fair share of appreciation.

So I'm appreciating it now.

I'm especially lucky to work in the backup business, where all of our own data is backed up, too! And we have a backup plan. And a backup plan for the backup plan. All of which we expect to never use.

With the holidays approaching, wouldn't it be cool if we had backup for everything in life? What if you have the boss over for dinner, and somehow the bird overcooks? How great would it be to have a back-up chef on call—one whose goose did not get cooked (so to speak) but instead was roasted to perfection? It would also be amazing to have a solid backup plan to handle children who may be extra-challenging with their high expectations and extra time off. All that frustration, confusion and worry got you rattled, folks? No problem! The backup parents will take care of it. You can relax, sip some eggnog on the patio, and when you return everything will be running smoothly again. Ahhh.

It's nice to fantasize about a personal backup following us around throughout the holidays, ready to fix all of those inevitable snags. But despite diligent web searches, I've yet to find a personal backup service offered anywhere.

Now as far as your business goes, that's another matter entirely. Remember we are here for you with all of your data storage, backup, and information security needs. That's what we do! Heck, this month I'm even doing the appreciating for you so you can spend your holiday time appreciating other things. Like family, conviviality, and merriment, for starters.

As for mastering the perfect pumpkin pie? Well, for that you'll need another backup plan.

Grandma perhaps?

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 November!

NOVEMBER SERVICE AWARDS

Celebrating Pacific Employee Anniversaries

14 YEARS

Vladimir Makarov

10 YEARS

Gabriel Pereira

4 YEARS

Phillip Guerrero

3 YEAR

Anthony Martinezv

November Trivia: Peanut Butter!

November is Peanut Butter Lovers' Month. Test how much you know about this popular bread spread with this trivia quiz.

1. What is the most popular brand of peanut butter sold in the world?
2. How many peanuts are in an 18 ounce jar of peanut butter?
3. How much peanut butter does the average American household consume in a year?
4. How many peanut butter sandwiches will the average American child eat by the time he or she graduates from high school?
5. Jimmy Carter was one of two peanut farmers who have been elected president of the United States. Who was the other?
6. What is arachibutyrophobia?
7. Where is the largest peanut butter factory in the world?
8. True or false: Peanuts are not actually nuts at all.
9. How many peanut butter sandwiches will one acre of peanuts make?
10. What part of the peanut plant can be used in kitty litter, wallboard, fireplace logs, paper, and animal feed?

Answers on back page!

Quick Tips: Safety

What kind of door is the best to protect your home and family from intruders? All exterior doors should be solid core wood or metal to withstand excessive force. They should have a deadbolt lock with a minimum one-inch throw and tamper proof hinges. Be sure that all strike plates and frames are anchored to the home's main construction. If the frame shows signs of warping, cracking, or wear and tear, consider replacing these parts. Finally, make sure that the main entrance door has a wide angle (180 degree) viewer or peephole.

November Holidays and Events

Daily Observances:

- 1 All Saint's Day
- 2 All Soul's Day
- 3 Housewife's Day
- 4 Book Lovers Day
- 4 King Tut Day
- 5 Gunpowder Day
- 6 Saxophone Day
- 7 U.S. General Election Day
- 8 Dunce Day
- 9 Chaos Never Dies Day
- 10 Forget-Me-Not Day
- 11 Veteran's Day
- 12 Chicken Soup for the Soul Day
- 13 Caregiver Appreciation Day
- 13 Sadie Hawkins Day
- 13 World Kindness Day
- 14 Operating Room Nurse Day
- 14 World Diabetes Day
- 14 Young Readers Day
- 15 America Recycles Day
- 15 National Philanthropy Day
- 16 Great American Smokeout
- 16 International Tolerance Day
- 17 Take A Hike Day
- 17 World Peace Day
- 18 National Adoption Day
- 19 Have a Bad Day Day
- 20 Universal Children's Day
- 21 False Confession Day
- 22 Go For a Ride Day
- 23 Eat a Cranberry Day
- 23 National Cashew Day
- 23 Thanksgiving
- 24 Evolution Day
- 25 National Parfait Day
- 26 Shopping Reminder Day
- 27 Pins and Needles Day
- 28 Red Planet Day
- 29 Square Dance Day
- 30 Stay At Home Because You Are Well Day

Monthly Observances:

- Peanut Butter Lovers' Month
- National Model Railroad Month
- National Novel Writing Month
- Native American Heritage Month
- National Sleep Comfort Month
- Aviation History Month
- Child Safety Protection Month
- International Drum Month

PacBlog

Everything You Need to Know about Data Destruction

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/
everything-need-know-data-destruction](https://pacific-records.com/everything-need-know-data-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

**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:

What do you get when you divide the circumference of a jack-o-lantern by its diameter?

Last Month's Answer to: *TOIMWN*

"I'M IN TOWN"

Last month's Winner:

DANIELLE ALM

PORTER SCOTT

Email your answer to info@pacific-records.com

Quick Tips: Food

While it may seem obvious, it is important to know what your family eats most. It can be tempting to stock up on items that are a good deal, but if you don't eat much of that food, it will go bad before you get to it all. One good way to know what you eat often is to keep a record of your food purchases for a month. You may find that you go through five pounds of rice, but only two pounds of flour. Once you have a clear idea of your food consumption, you can make good decisions about what to stock up on and what to only buy sparingly.

Green Living: Non-food Uses for Olive Oil

We're familiar with olive oil in relation to cooking, but it has many other uses. Some of which may help you avoid the need for toxic, environmentally harmful chemicals.

After polishing copper or brass, rub it with a little olive oil to slow down the reoccurrence of tarnish. You can also use olive oil to clean steel: apply sparingly and buff with a soft cloth. Rub small amounts of olive oil into wooden cutting boards to help prevent cracking, and to repel stains. You can remove paint from hair or skin, too: in place of mineral spirits, dab a cotton ball dipped in olive to the affected area. Use it as an alternative for lubricating hinges, un-jamming zippers, and shining shoes!



"You say you first noticed the change shortly after your identity was stolen?"

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.

Cold Weather Tips for Pet Owners

Humans aren't the only mammals to feel cold when the temperature drops. Your pet also needs protection from the elements this winter. Read through these cold weather tips as you prepare yourself and your pet for winter.

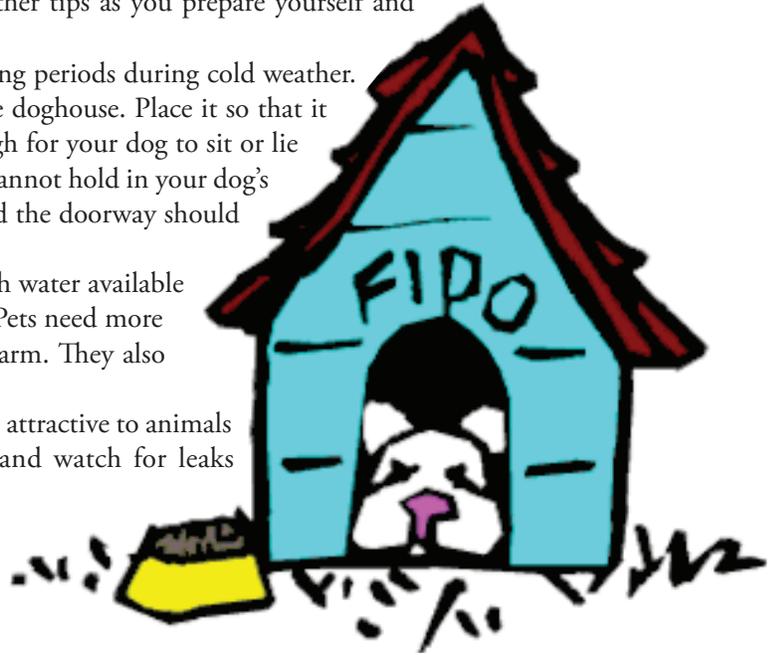
Any short-haired animal should not be left outside for long periods during cold weather. If you must leave your dog outdoors, provide a dry, draft-free doghouse. Place it so that it faces away from the wind and make sure that it is large enough for your dog to sit or lie down comfortably. It should not be so large, however, that it cannot hold in your dog's body heat. The floor should be covered with dry bedding, and the doorway should be protected from drafts with a covering of heavy cloth.

Any animal with an outdoor water bowl should have fresh water available at all times. Make sure that water left outside has not frozen. Pets need more water in the winter, as they are using extra energy keeping warm. They also may need more food during colder weather.

Keep antifreeze away from your pets, as it can be fatal. It is attractive to animals because it has a sweet smell. Wipe up spills immediately and watch for leaks underneath your car. Also keep rock salt and snow melting chemicals away from areas where your pet may play.

Your pet will still need exercise in the cold weather, but only short walks are recommended for dogs. Watch for icy conditions and don't let your dog run off leash, as cars may not be able to stop in time if your dog runs into traffic. When you return home

from walking your pet, clean off Fido's paws to remove any ice-melting chemicals that might have been picked up along the way.



Senior Safety Tips for Winter

As winter closes in, it is important for seniors and those who care for them to be aware of some simple precautions. Seniors are at risk during the winter months for several reasons. Winter weather and storms may isolate the elderly more than usual. Diseases such as the common cold and the flu are more prevalent and present a particular risk to those who are older or already in weakened health. There are also the dangers that the cold weather itself presents to those who are vulnerable.

In response to these circumstances, the American Red Cross has issued its annual winter-preparedness tips for senior citizens. Be sure to arrange to have someone check on older persons regularly. It is also a good idea to have a plan to signal the need for help. For example, a daily phone call to check in might be appropriate. Post emergency numbers near the phone as well.

We never know when severe weather might hit. If specialized care, medical supplies, or equipment is needed, plan ahead for these items or health care services. Have several people available who have been familiarized with procedures or equipment. It is also a good idea to have enough food and supplies to last at least three days.

“The wind that makes music in November corn is in a hurry. The stalks hum, the loose husks whisk skyward in half-playing swirls, and the wind hurries on...A tree tries to argue, bare limbs waving, but there is no detaining the wind.” — Aldo Leopold

Close Call

A pedestrian was stepping off a curb to cross the street without looking when he was knocked flat by a passing cyclist.

“You sure were lucky there!” said the cyclist.

“What are you talking about? You almost killed me!” replied the pedestrian, rubbing his head.

The cyclist replied, “Well, I usually drive a bus!”

TRIVIA QUIZ ANSWERS:

1. Skippy Peanut Butter. 2. 850 peanuts. 3. Over 6 pounds. 4. 1,500 sandwiches. 5. Thomas Jefferson. 6. A fear of peanut butter sticking to the roof of one's mouth. 7. The Jif plant in Lexington, Kentucky. 8. True--they are legumes, like beans and peas. 9. 30,000 peanut butter sandwiches. 10. The shell.

NEWS You Can Use is a free monthly newsletter from your friends at
Stockton (209) 320-7771 • Sacramento (916) 649-7360 • Fresno (559) 475-7892
Modesto (209) 343-4630 • Napa/Solano County (888) 893-6054

PACIFIC
SINCE 1856
RECORDS MANAGEMENT
www.pacific-records.com