

A Happy, Active Pet

Many dogs and cats spend much of their day with little to do. They sit at home, resting and waiting for their human companions to return home from work. These pets can become bored which often leads to naughty behavior. They also may not be getting the exercise they need each day.

To help your solitary pet, be sure to engage in at least 30 minutes of exercise twice a day with your pet. You can take a walk, throw a ball, or play tug-of-war with a toy. Both dogs and cats love to chase after furry toys or small balls. When you are away, leave some fun chew toys for your dog and a scratching post for your cat.

If possible, consider having a friend or neighbor let your dog out for part of the day. But be sure to keep on top of negative behavior like excessive barking. If this becomes a problem, you will need to modify your dog's environment and behavior with positive activities. If your cat is an indoor cat, set up an outdoor enclosure to give him some fresh air and varied exercise activities.

Finally, be sure to spend as much fun time with your pet when you are at home as possible. Include him in family activities and encourage your children to spend daily play time with your animal. You'll find that everyone can benefit from these fun bonding experiences.



Thoughts from Richard Steed

October is a cool month. Figuratively, and literally. Cool days. And you don't need the air conditioner, which saves on the ol' electric bill. Which is, well, cool. Cool, crisp, starry nights. Certain pesky insects begin to migrate off to . . . to . . . er, well, to wherever they go, or maybe they just die off—I really don't care just so long as they're not biting me and my loved ones. The cold air makes them disappear and that's cool with me.

With the coolness, I can't help but thinking I'm getting a little something for free (which is always cool!) Right? In the summer we have to *make* our cool spots. Sometimes we have to fight for them. We often have to pay dearly for them. Paying for parking at the beach? Not cool! The AC bill I've already touched on. Paying to go out to eat because it's just too darned hot to cook. But in October we get all the coolness for free. Just for waking up in the morning and stepping out into it. Not only do we get the coolness for free, but we get the sun to go along with it. The sun without the heat and humidity. I call that a bargain!

Speaking of bargains. How 'bout getting paid to do a job that doesn't even feel like a job to you? Cool, right? Who wouldn't want that? That's what I get every day when I come here to look after the most important assets of your business—its vital records. We do it so you don't have to. Kinda like Scrubbin' Bubbles. And even if you're not a big fan of TV commercials, you gotta admit Scrubbin' Bubbles are cool!

Know that we've got you covered, so you can get out in the crisp October air, under bright October sun and enjoy all that this beautiful month has to offer!

Richard

What's Inside This Month?

Thoughts from Richard Steed

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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

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 October!

OCTOBER SERVICE AWARDS

Celebrating Pacific Employee Anniversaries

30 YEARS
Shelly Haynes

October Trivia: Cookies!

October is National Cookie Month. Test how much you know about these sweet treats with this cookie trivia quiz.

1. Which cookie brand has been the most popular in America since its introduction in 1912?
2. What cookie was invented in 1937 by Ruth Graves Wakefield?
3. During the first quarter of the year, which cookie brand is the number one seller in the U.S.?
4. Barnum's Animal Crackers introduced a new animal in 2002. What animal was it?
5. Which U.S. cookie manufacturer boasts that their cookies are magically baked by elves?
6. Which traditional German cookie was introduced in the early 14th century?
7. What distinct flavor do Biscochitos cookies have?
8. True or False: The fortune cookie was invented in China in the 18th century.
9. In England, what are cookies called?
10. Which Girl Scout cookie type is the most popular?

Quick Tips: Safety

To evaluate how secure your home really is, pretend that you have locked yourself out of your home. How would you get in if you had to? Walk around your home and look for entry points that do not present too much difficulty. These are the areas that should be given more security from burglars. Make a list of windows and doors that need additional security measures and make these a priority.

Bumper Sticker Humor

- All that glitters has a high refractive index.
- I intend to live forever. So far, so good.
- It's not hard to meet expenses...they're everywhere.
- Every time I find the meaning of life, they change it.
- This would be really funny if it weren't happening to me.
- Energizer Bunny arrested, charged with battery.
- Why be difficult, when with a bit of effort, you can be impossible?

October Holidays and Events

Daily Observances:

- 1 World Vegetarian Day
- 2 National Custodial Worker Day
- 3 Techies Day
- 4 National Frappe Day
- 5 World Teacher's Day
- 6 Mad Hatter Day
- 7 World Card Making Day
- 8 Oktoberfest in Germany ends
- 9 Columbus Day
- 10 International Newspaper Carrier Day
- 11 Emergency Nurses Day
- 12 Old Farmer's Day
- 12 Moment of Frustration Day
- 13 Friday the 13th
- 13 World Egg Day
- 14 National Dessert Day
- 15 White Cane Safety Day
- 16 Dictionary Day
- 17 National Fossil Day
- 18 No Beard Day
- 19 Hindu Dilawi Day
- 20 Brandied Fruit Day
- 21 National Pumpkin Cheesecake Day
- 22 Mother-In-Law Day
- 23 National Mole Day
- 24 United Nations Day
- 25 World Pasta Day
- 26 National Mincemeat Day
- 27 Frankenstein Friday
- 28 Make a Difference Day
- 29 National Frankenstein Day
- 30 National Candy Corn Day
- 31 Halloween

Weekly Observances:

- Week 1 Get Organized Week
- Week 1 Customer Service Week
- Week 2 Fire Prevention Week
- Week 2 Pet Peeve Week
- 14-20 Earth Sciences Week
- Week 3 Pastoral Care Week

Monthly Observances:

- Computer Learning Month
- National Cookie Month
- Adopt a Shelter Dog Month
- Breast Cancer Awareness Month
- Domestic Violence Awareness Month
- National Diabetes Month
- National Pizza Month
- National Vegetarian Month

PacBlog

3 Big Records Management Risks and How to Avoid Them

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/3-big-records-management-risks-avoid>

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: Organizing

Clutter in a bathroom can increase when several people are sharing the space. To cut down on the mess, assign each person a vanity drawer. This gives each person a place to store their own items and will make them more responsible for putting his or her things away. Likewise, each family member can be assigned his or her own shelf, or half-shelf, in the medicine chest.

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:

Decode the hidden message: TOI'MWN

Last Month's Answer to: *Where do you go to learn how to make ice cream?*

Sundae School!

Last month's Winner:

JOANN IVERSON

LEGAL ASSISTANT

LANGENKAMP, CURTIS & PRICE, LLP

Email your answer to info@pacific-records.com

Green Living: Drain Cleaners

One alternative to caustic commercial-brand drain cleaners is to pour a scoop of baking soda mixed with half a cup of vinegar down a clogged drain, then follow it quickly with boiling water.

Of course the best approach is to prevent drains from clogging in the first place. Hardware stores sell enzyme/bacteria preparations made for this purpose. The initial purchase and treatment might seem a little expensive, but the method only requires infrequent top-ups once underway. These products help establish colonies of useful bacteria to feast on organic material in your drains. They're non-toxic to humans and the environment and they're easy to use.

Tip: it's best to add these agents after your family has gone to bed. If large amounts of water follow the preparation, it can wash away the bacteria before they've had time to get a foothold in your drains.

If you have a grease trap, check it regularly. A sink drain strainer is also useful to prevent clogged drains.

"I suppose I will die never knowing what pumpkin pie tastes like when you have room for it."

— Robert Brault



"Would you be willing to submit yourself to random flea testing?"

3 months FREE secure Destruction service

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Protecting Your Small Business Data In the Wake of the Equifax Breach

The Equifax breach isn't only a wake-up call for large corporations, it reinforces the need for small businesses to have a comprehensive data protection plan. Emerging details show the intruders had easy access to the personally identifiable information of over 100 million Americans. This highlights the fact that you need to know where your sensitive data is being stored and who has access to it. No one in your organization should have unlimited access to financial and customer records. You should always be able to produce an audit trail that shows who accessed what data, and when. Since your data is stored in more than one place, regularly review and update cyber security measures to make sure no one can gain unauthorized access to data stored on desktop computers, laptops and servers.

Equifax is also under criticism for their slow response to the breach. Having a plan and policy in place for handling a data breach can help minimize the negative publicity and damage to your company's brand after a breach.

One of the most important things you can do is back up your data regularly and store those backups securely. If backing up to hard drives or tapes, always store your media offsite in a vault where it's professionally protected and managed. If backing up to the cloud, be sure your encryption method is the strongest available.

Go beyond the digital realm, too. Don't underestimate the importance of protecting your paper documents. Customer data is too-easily stolen from file cabinets and trash cans. Outsourcing your records management and document shredding processes helps ensure your information is protected from cradle to grave—throughout the information life cycle.

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.



Grave Music

A tourist in Vienna was walking through a graveyard when she heard the sound of music in the air. She approached a grave and realized that the music was coming from a plot marked as Beethoven's grave. She suddenly recognized the music as his Ninth Symphony, but it was being played backward. Amazed, she left the graveyard and returned quickly with her friend.

This time, it was unmistakable that the music was Beethoven's Fifth Symphony, also played backward. The two ran off to find the caretaker of the cemetery. When they returned with the caretaker, the sound of Beethoven's Second Symphony filled the air, played backward.

"What is going on?" asked the confounded tourists.

"Oh it is nothing to worry about!" replied the caretaker. "He's just decomposing."

TRIVIA QUIZ ANSWERS:

1. The Oreo cookie. 2. The Toll House chocolate chip cookie. 3. Girl Scout cookies. 4. A koola. 5. Keebler. 6. Lebkuchen. 7. Antise. 8. False. It was invented in San Francisco in the 20th century. 9. Biscuits. 10. Thin Mints

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