

What is contingency planning?

No one really likes to consider “worst case” scenarios, yet doing so can ensure long-term success for your business. Contingency planning helps your business prepare and respond to a wide set of unforeseen, catastrophic events that can negatively impact the operability of your organization. It’s all about identifying potential risks and making sure you have resources at hand to maintain functionality.

Ensuring your mission-critical data is protected while remaining readily available is a key component of any contingency plan. Backup tapes should be stored in a secure location, away from your primary business facility. Ideally, you’ll want to select a facility designed and constructed for the preservation and protection of magnetic media. Since disasters often strike unannounced, it’s important to implement a regular rotation timetable that enables your tapes to be securely transported offsite immediately following a scheduled backup. All data stored offsite should be tracked with technology that allows for precise retrieval of the exact data you need to achieve a swift recovery of information. A professional data protection service can provide you with a solution for storing, managing and accessing the information vital to your contingency plan.

Documenting and communicating your plan, providing training for your employees, and practicing emergency drills are essential to preparing for the unexpected. The more advance preparation you can do, the better you’ll be able to respond to an actual disaster. Think of your contingency plan as a living document that grows along with any structural, technological or personnel changes within your business.

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

Thoughts from Richard Steed



Spring officially arrived on March 20th this year, and since then I’ve been making a mental checklist of spring cleaning tasks. I’m not exactly jumping up from my chair yet to tackle that checklist, but springtime is motivational and I feel it starting to spark me. I find I fall in love with life all over again as spring arrives and the days get longer.

Everything is new again and it makes me want to be part of it—to make my own space new again, maybe rearrange my office or a room in my home. It’s usually about this time of year where I check in on my New Year’s resolutions and hold myself accountable. Just how well am I holding to those promises I’ve made myself? Where is that gym membership card? Hey—maybe I’ll find it when I’m cleaning!

With spring comes the motivation to renew those promises and to tackle that spring cleaning checklist—to become part of all the newness. Heck, nothing feels better than removing from my fridge those green fuzzy things that I used to call food and burying them in a 13-gallon trash bag.

I like to make space, streamline, get organized. Time to move those old files to the recycling bin and clear away the clutter accumulated over the winter. It makes me feel good to open up my space and let the light fall on flat, uncluttered surfaces. It also makes me happy to be in a business where I help people share this clutter-free happiness with me. So what can I do other than offer my clients spring cleaning specials? Should you find yourself coming down with the spring cleaning bug, you may wish to accept our offers to help you along!

Happy Spring!

Richard

What’s Inside This Month?

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April Offers!

Get 5 FREE Storage Cartons!

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

Stress Busters

April is Stress Awareness Month. Stress is a part of everyone's life. We easily recognize how unpleasant events can cause us stress, but even happy occurrences can lead to more stress. Planning a wedding can be as stressful as losing your job. The key is to understand the role stress plays in our lives and to learn to handle it in a healthy way. These tips can help to minimize the effect stress has on your life.

- Get enough sleep.
- Wake up at the same time each morning, leaving yourself plenty of time to prepare for your day.
- Learn to say "no" if you are asked to do something that doesn't fit into your schedule.
- Get rid of clutter in your home and in your life.
- Always give yourself enough time to get to where you are going.
- Take one day at a time.
- Make a budget and stick to it.
- Eat a healthy balance of foods.
- Make time for laughter every c
- Take time to spend with loved ones.
- Include time for exercise in your schedule.
- Slow down and try to enjoy every moment of your day.



Did You Know: Taxes

- In ancient Greece, tax collectors were treated as noble men of society because citizens did not see taxes as burdens, but as a means to assist the public good.
- For each \$100 in taxes collected by the IRS, it costs 48 cents to administer the tax collection.
- The IRS deals directly with more Americans than any other governmental agency.
- Each year, over 237 million tax returns are processed, with almost 81 percent of those filed electronically.
- Over \$373 billion in refunds are issued each year.
- The IRS began as a revenue bureau set up during the Civil War to collect taxes levied to support the war effort in the North.
- Tax Day wasn't always on April 15. The first Tax Day was on March 1, 1914. It was moved to April 15 in 1955 to allow the IRS more time to process tax returns.
- The highest tax rate Americans have faced was during World War II, when the highest tax bracket was taxed at 91 percent and the lowest tax bracket was taxed at 23 percent.

April Holidays and Events

- 1 April Fools Day
- 1 National Fun at Work Day
- 1-7 Laugh at Work Week
- 2 International Children's Book Day
- 3 Sow the Seeds of Peace Day
- 4 National D.A.R.E. Day
- 5 Tangible Karma Day
- 5-12 Money Smart Week
- 6 Drowsy Driver Awareness Day
- 6-12 Bat Appreciation Week
- 7 World Health Day
- 8 International Roma Day
- 9 National Former Prisoner of War Recognition Day
- 10 National Siblings Day
- 11 Global Youth Service Day
- 12 International Day of Human Space Flight
- 13 Thomas Jefferson Day
- 13-19 National Library Week
- 14 International Moment of Laughter Day
- 14 Pan American Day
- 14-18 Undergraduate Research Week
- 15 Income Tax Day
- 16 Save the Elephant Day
- 17 Ellis Island Family History Day
- 18 International Amateur Radio Day
- 18-23 Consumer Awareness Week
- 19 Record Store Day
- 19-25 National Paperboard Packaging Week
- 20 Easter Sunday
- 20-26 Administrative Professionals Week
- 21 National Bulldogs are Beautiful Day
- 21-25 National Playground Safety Week
- 22 Earth Day
- 22 International Mother Earth Day
- 23 World Book Night
- 24 Take our Daughters and Sons to Work Day**
- 24-30 National Scoop the Poop Week
- 25 Malaria Awareness Day
- 26 World Healing Day
- 27 Mother, Father Deaf Day
- 28 Workers Memorial Day
- 30 International Jazz Day
- 30 National Honesty Day

April is also . . .

Stress Awareness Month

- International Customer Loyalty Month
- International Twit Award Month
- World Habitat Awareness Month
- Worldwide Bereaved Spouses Awareness Month
- Alcohol Awareness Month

PacBlog

How to Choose the Right Commercial Records Center

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/choose-right-commercial-records-center>

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>

By the Numbers: Social Media

- Worldwide, there are over 1.23 billion monthly active Facebook users.
- Almost 190 million Facebook users are mobile only, with 30 percent of Facebook's ad revenue coming from mobile use.
- LinkedIn has two new members join in every second.
- About 97 percent of Pinterest's Facebook page fans are women.
- Tweets on Twitter that include links are 86 percent more likely to be retweeted.
- About 25 percent of Facebook users do not set up any kind of privacy controls.

Sources: CNN, LinkedIn Press Centre, Facebook

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 one thing is GUARANTEED to never break for as long as you keep it?

Last Month's Answer to: *It begins and ends with letter S for sure, but contains one letter, two or three or more!*

An Envelope

Last month's Winner:

ANNETTE ALDRIDGE

Email your answer to info@pacific-records.com

APRIL SERVICE AWARDS

Celebrating Pacific Employee Anniversaries

11 YEARS

Jerry Pineda

7 YEARS

Sanjay "Jay" Prasad

7 YEARS

Tony Douglas

Quick Tips: Green Living

Instead of using harsh chemicals to clear your clogged up drains, try a more environmentally friendly solution. Pour 1/4 cup (60 ml) baking soda into the drain. Follow with 1/2 cup (125 ml) vinegar. Close the drain and let sit for several minutes. Then flush with boiling water. If there is still a clog, you can rent a plumber's snake to feed down the drain. But take care—aggressive use of the plumber's snake can damage pipes, so only use as much force as necessary.



Young Data practices for the Olympic Pole Vaulting trials.



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Take Your Daughters and Sons to Work

Thursday, April 24th is Take Our Daughters and Sons to Work Day in America. With this year's theme, "Plant a Seed, Grow a Future," it is designed to expose children to what the adults in their lives do each day, to encourage them in their education, and to take time to discuss their future. Rather than being just a career day, it is also an opportunity to discuss with your children how to balance work and family, to experience different workplace environments, and to learn the importance of teamwork.

Before the day is over, more than 18 million boys and girls will accompany a parent to work at over 3.5 million workplaces. Recent polls have shown that 79 percent of participants say the program helped them see connections between schoolwork and working in the real world. Sixty percent of girls said participation increased their interest in education, while 57 percent said their participation influenced their decision to go to college or professional school.

To learn more about this event, visit DaughtersandSonstoWork.org. You'll find information, ideas for the day, and activities for participating children. You may also wish to discuss your plans with your employer to find out if there are any activities planned by your company.

Bumper Sticker Humor

- A waist is a terrible thing to mind.
- My life has a superb cast, but I can't figure out the plot.
- Nothing's impossible for those who don't have to do it.
- The only cure for insomnia is to get more sleep.
- Out of my mind. Back in five minutes.

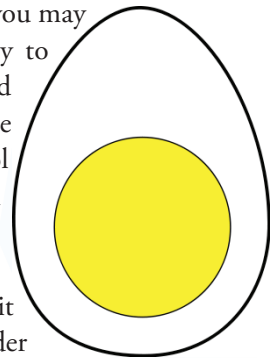
Quick Tips: Safety

The limits for drunk-driving only measure blood alcohol levels, not reaction times by drivers. If you are under the legal limit for driving, but are sleep deprived, on certain medications, or are in poor health, you may have reduced reaction time that could cause you to drive unsafely. If you have not gotten enough sleep and choose to drink, you should never drive, as you may be unaware of your own impairment.

The Art of Hard Boiling

With Easter just around the corner, you may be wondering if there is a best way to hard cook your eggs. The Egg Board recommends placing eggs in a single layer in a saucepan. Add enough cool tap water to come at least an inch above the eggs. Cover and bring to a boil. Upon boiling, remove the pan from the burner, allow the eggs to sit for 15 minutes, then place them under cold running water until completely cooled.

This method will not only reducing cracking, it can also reduce the chance of having yolks that turn green. Further, it will inactivate salmonella enteritidis, the bacteria found in eggs.



Preventing Sports Injuries in Baby Boomers

Physical activity has many benefits, including increasing overall strength and health. This is especially important as we age. Regular exercise can help muscle and joint function, strengthen bones, and decreases your risk of heart attack and stroke. However, as you age, you may need to take additional precautions to avoid injury. The American Orthopaedic Society for Sports Medicine and the American Academy of Orthopaedic Surgeons offers these tips to help you exercise safely.

Warming up is essential to helping to prevent injuries when exercising. Be sure to take time to stretch and warm up your muscles with some slow jogging, walking, jumping jacks, or other gentle activities.

It is better to spread out your exercise routine over the course of a week, rather than trying to do most of your activity during the weekend. A goal of thirty minutes of exercise every day is the most beneficial to overall fitness. You can achieve this by incorporating some physical activity into your daily life--walk the dog, work in your garden, walk your grandchildren to school, or take a walk during your lunch hour.

A balanced fitness program will include cardiovascular exercise, strength training, and flexibility exercises. Not only is this better for your overall fitness level, it will also help to prevent injuries.

If you are interested in adding a new activity, remember to take it slow. You need to let your body become accustomed to new modes of movement and stresses.

As you age, you may find that you are not as flexible as you once were. Be sure to listen to your body to help prevent injuries from activities that may be more difficult for you now. If you have had an injury in the past, or have arthritis or low back pain, consult your doctor to find out which activities are best for you.