

**DECEMBER SERVICE  
AWARDS**

*Celebrating Pacific Employee Anniversaries*

**21 YEARS**

Greg Tudor

**3 YEARS**

Jesus Beltran

***Quick Tips: Organizing***

The best time to organize and sort through all your holiday decorations is before you put them up, not when you take them down. Most people use the same decorations each year, even if they are not something they currently love. When unpacking, if an item is broken, dated, dirty, or you don't like it as much as you used to, throw it away or donate it. You'll reduce clutter and free up space for some new fresh decorations this holiday season.

**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](mailto:info@pacific-records.com)**

**What's Inside This Month?**

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***Thoughts from Richard Steed***



Holiday cheer is upon us! Along with this festive season of gift-giving, there is often a small assortment of "gifts" that challenge our cheer. You know, like busy traffic, crowds, tangled tree lights, and the fear of forced felicity upon unwrapping THE DREADED REINDEER SWEATER (that you suspect the gift-giver unwrapped in like manner last year)!

I meditated on the challenges of cheer this season until this thought hit me like a chimney brick: Why not apply our company philosophies to the challenges of the season? Could we have our stockings filled with goodies this year and yet have fewer challenges? I do believe the answer is YES!

**Consistently exceed customer expectations** = Exceed in love, kindness, giving, spreading holiday joy, compassion and empathy.

**Enthusiastically provide customer support** = Keep your enthusiastic attitude while shopping, driving, keeping the spring in your step, opening your heart and spreading joy.

**Do it right the first time** = Think with your heart. Give with your heart. Love with your heart, you can't go wrong.

**Act with integrity** = Give yourself to others.

The simple things matter most of all. . . helping someone through a crowd could make their day. Letting someone go ahead of you in a long line will put a smile on their face. Saying "thank you" and showing appreciation to all the overworked and underpaid customer service personnel could have a lasting and memorable effect on them and those whom they serve after you.

Remember the best gift you can give is yourself. Let your light shine as bright as the star of Bethlehem! Inject yourself into every day and make the decision to have fun this holiday season.

Merry Christmas!

*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 December!**

## ***Protecting Paper Records in the Digital Age***

While many corporate data breaches are digital, you need to protect your paper records, too. State and federal privacy regulations levy the same fines and penalties for both digital and paper-based breaches. And whether your network is hacked or confidential paper files are stolen, the damage to your corporate brand and reputation is just as bad.

Make sure your paper records are securely stored and made available to employees only on a need-to-know basis. Inactive and archival documents should be stored offsite in a secure records storage facility. Your active files need protection too. Implement a "clean desk" policy to keep them out of sight when not in use.

Never underestimate what information thieves can find in your paper waste. Make sure your employees know what types of data to shred. As a rule of thumb, unwanted documents that contain a person's name, address, bank information, and other sensitive data should be shredded. Even better, implement a "shred everything" policy so no judgment is required. In addition, it's important to destroy documents when retention requirements expire. The longer you wait, the greater the risk of sensitive information being stolen. Partner with a document destruction company that provides locked shredding consoles. These secure containers make it easy for employees to discard confidential documents and keep them secure until they are destroyed. On a scheduled basis, a trained professional collects and destroys the contents. You should receive a Certificate of Destruction after your documents are destroyed.

Even in the "digital age," protecting paper records still matters.

## ***Funny Signs in Great Britain***

A bit of humor from over the pond, these are actual signs that have been collected for their humorous qualities.

1. In a laundromat: Please remove all your clothes when the light goes out.
2. In a London department store: Bargain Basement Upstairs
3. In an office: Would the person who took the step ladder yesterday kindly bring it back or further steps will be taken.
4. In an office: After the tea break, staff should empty the teapot and stand upside down on the draining board.
5. On a church door: This is the gate of Heaven. Enter ye all by this door. (This door is kept locked because of the draft. Please use side entrance.)

## ***Green Living: Green Holidays!***

To make your holiday party greener this year, start by ditching the paper invitations. Send out invites by email or use an online invitation service. Likewise for paper decorations. Decorate using natural materials like pine branches, pinecones, and holly. If you choose to use disposable dinnerware, look for brands that are recycled and compostable. To make recycling easy for your guests, place clearly marked recycling bins at the exit of each room.

## ***December Holidays and Events***

Daily Observances:

- 1 Eat a Red Apple Day
- 1 World Aids Awareness Day
- 2 National Fritters Day
- 3 Advent begins
- 3 National Roof over Your Head Day
- 4 Santas' List Day
- 5 Bathtub Party Day
- 5 Repeal Day - The 21st Amendment ends Prohibition.
- 6 St. Nicholas Day
- 7 International Civil Aviation Day
- 7 Letter Writing Day
- 7 Pearl Harbor Day
- 8 National Brownie Day
- 9 Christmas Card Day
- 9 International Children's Day
- 9 National Pastry Day
- 10 Human Rights Day
- 11 National Noodle Ring Day
- 12 Channukah
- 12 Poinsettia Day
- 13 Ice Cream Day
- 13 Violin Day
- 14 International Monkey Day
- 14 National Bouillabaisse Day
- 14 Roast Chestnuts Day
- 15 Bill of Rights Day
- 15 National Lemon Cupcake Day
- 16 National Chocolate Covered Anything Day
- 17 National Maple Syrup Day
- 18 Bake Cookies Day
- 18 National Roast Suckling Pig Day
- 19 Look for an Evergreen Day
- 19 Oatmeal Muffin Day
- 20 Go Caroling Day
- 21 Crossword Puzzle Day
- 21 Winter Solstice
- 22 National Date Nut Bread Day
- 23 Festivus
- 23 Roots Day
- 24 National Chocolate Day
- 24 National Egg Nog Day
- 25 Christmas Day
- 25 National Pumpkin Pie Day
- 26 Boxing Day
- 27 Make Cut Out Snowflakes Day
- 27 National Fruitcake Day
- 28 Card Playing Day
- 29 Pepper Pot Day
- 30 Bacon Day
- 31 New Year's Eve



## PacBlog

### 6 Privacy Protection Tips for the Holiday Season

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/6-privacy-protection-tips-for-the-holiday-season>

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: Healthy Living

If you have trouble starting to exercise when you get to the gym, just concentrate on the body part you deem most important first. Researchers have found that during a workout, fatigue can diminish the effect of later exercises. So if you have a body area that needs constant work, be sure to target this first to maximize your workout effort.



### 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:

An electric train is going 40 mph north, the wind is blowing 60 mph south. Which way is the train's smoke blowing?

**Last Month's Answer to:**

*Which side of the turkey has the most feathers?*

**The Outside!**

**Last month's Winner:**

**DAN GUERRA**

Email your answer to [info@pacific-records.com](mailto:info@pacific-records.com)

### December Trivia: Icy Iceland

1. What is the name of the capital of Iceland?
2. Iceland has the highest legal drinking age in Europe. How old do you need to be to have a drink legally in Iceland?
3. Some roads in Iceland have been rerouted to avoid disturbing areas where these mythical creatures are thought to live. What are these creatures?
4. What popular Nick Jr. television show was created and is produced in Iceland?
5. What religion do 90 percent of Icelanders adhere to?
6. What percentage of Iceland is actually covered in ice?
7. Iceland is often referred to as "the land of the midnight sun." How much daylight does Iceland get in the summer?
8. What language is spoken in Iceland?
9. In Iceland, what is the Althing?
10. What is Iceland's main industry?

*Answers on back page!*

*"If I were given the opportunity to present a gift to the next generation, it would be the ability for each individual to learn to laugh at himself."*

—Charles M. Schulz



"I made a list. I checked it twice. The song never said ANYTHING about making a backup!"

## 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](mailto:info@pacific-records.com) for more information.

## Seven Simple Strategies for Saving Money

1. Use a jar that you keep in plain sight to deposit your change at the end of the day. When it's full, wrap your coins and take them to the bank for deposit into your savings account. Having it visible each day will remind you to drop in your change.

2. Get rid of excess clutter and make some cash by selling things you don't use. Ebay, Craigslist, and garage sales are great ways to reduce clutter and make some money at the same time. Not only will you make money, but you will clean up your living spaces.

3. Take some time to examine your bills and find ways to reduce them. Shop around for cheaper insurance, telephone and cell phone service, and credit card rates.

4. Consider carpooling to reduce your monthly gas costs.

5. Make a plan for large purchases. Instead of borrowing using loans or credit cards, set aside enough money each month for specific items—a new car, a refrigerator, a vacation—so that you will have the necessary funds to purchase them with cash. You will save lots of money not having to pay loan application fees and interest.

6. If you know that you'll have a large annual or semi-annual expense, like car insurance, property taxes, or holiday spending, start saving for it all year. Simply divide the expense by twelve and save that much each month. By the time the due date rolls around each year, you'll be ready.

7. Trading work with others is a great way to save money. You can barter everything from computer work to childcare to raking leaves. Anything that you can do around your house or workplace is something that another person might need. Talk with your friends and neighbors to see if they'd be interested in trading some of their skills for yours.



### *The 2019 calendars are in!*

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

## What's Your Dog Feeling?

A study conducted in 2013 by the psychology department at the Pennsylvania Department of Corrections and Walden University found that most people are able to tell when a dog is happy, angry, sad, surprised, or scared simply by looking at a picture of the animal's face.

To get the pictures, researchers worked with a Belgian Shepherd named Mal. They played with the dog, praising him, to get the happy pictures. To get the sad pictures, they reprimanded him. A jack-in-the-box was used to get the surprised photos, and they showed Mal nail clippers to get a scared reaction.

Happiness was the easiest emotion for participants to identify, with 88 percent answering correctly. Anger was recognized by 70 percent. Fear and sadness were more difficult, with about half of the study group identifying these emotions. Surprise was only judged correctly by about 20 percent of the participants.

Surprisingly, those people with the least exposure to dogs over their lifetimes were the best at recognizing the dog's emotions. The researchers theorize that people who have dogs may interpret some of their own pet's emotions as playful behavior, trying to convince themselves that their dog is happy or not aggressive.

Researchers also believe that sensing a dog's emotion is an innate natural skill rather than a learned one. They hope to be able to better understand these animals' communication skills and to expand this knowledge into understanding how to communicate and empathize with other mammals.



### TRIVIA QUIZ ANSWERS:

1. Reykjavik. 2. 20 years old. 3. Elves. 4. Lazy Town. 5. Lutheranism. 6. About 13 percent. 7. 20 hours of sunlight. 8. Icelandic. 9. Iceland's legislative assembly. 10. Fishing.

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