

The Importance of Backup Media Rotation

Offline backup to tape offers a fast and efficient method for preserving and recovering large amounts of digital data. Yet, data protection doesn't end with backup—it extends to protecting your media from theft and disasters. Thus, there should be a systematic process for ensuring that your backup tapes can properly support your business continuity objectives.

Backup tapes are increasingly targeted by thieves attempting to gain access to personal and corporate information. The data stored on backup media is also susceptible to degradation and/or corruption from a number of environmental factors, including:

- temperature and humidity fluctuations
- improper handling
- magnetic interference
- light and dust pollution

In order to minimize any risks that can permanently compromise your digital data, your tapes should be transferred off-site to a specialized facility on a regular basis. Rotation should align with your backup schedule and follow strict chain of custody protocol.

A professionally managed backup media rotation service ensures that your tapes are securely handled, stored and managed at all times. A screened data protection professional retrieves your backup tapes and transports them in an alarmed, GPS-tracked vehicle to a media vault equipped with the following:

- inventory management technology
- media-specific fire suppression
- 24/7/365 surveillance
- strict climate regulation

Backup tapes can be picked up and delivered on a daily, weekly or monthly basis. In addition to ensuring your information is continuously safeguarded, professional backup media rotation ensures round-the-clock data recovery for 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

Black Friday has come and gone and the Christmas “shopping season” is officially underway. For me, deciding what to give is often a dilemma. Based on my past experience, procrastination no longer appears to be an option. I've found that in a last minute rush to get something, I tend to falter, panic, and make colossal mistakes. Here are some examples of gift-giving mistakes procrastinators have made over the years:

The “Magic 8 Ball” gift has proven to be a bad move—particularly in the hands of feuding family members who refuse to honor the convention of asking it simple yes-or-no questions, but rather casually inquire into age-old family sore spots.

Just about anything referred to a “gadget” should probably come with its own wastebasket to make throwing it away even easier.

Framed photos of yourself. If you absolutely must . . . then at least avoid handing out 8x10s!

Themed undergarments. Nobody wants to hold up a pair of oversize Rudolph boxers and feel forced to say, “Just what I've always wanted!”

If you're like me, we should probably start early to avoid these holiday blunders. But even more importantly, we should start early handing out this list of much better gifts that I've recently come across:

Tolerance—for vacationing children full of energy and anticipation of the upcoming holiday.

Kindness—for people visiting from out-of-town that don't know our roads as well as we do. Give 'em a break.

Patience—for other holiday shoppers who may be caught up in their own anxiety, or tending to an ailing family member back home and so may be in more of a rush than we are.

Generosity—giving gifts from the heart, rather than to just draw a line through a name on a list.

Well, I'll be in the office right up till the 24th or so, so I'll have plenty of time to practice giving these gifts right from my desk. If you need anything, the best gift you can give me is a phone call. Let me know how I can help you!

Merry Christmas!

Richard

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December Offers!

Get 5 FREE Storage Cartons!

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

Done with Winter

A family owned a small farm in Canada right on the North Dakota border. For generations, their land had been the subject of a minor dispute between Canada and the United States. A grandmother, her son, and his children lived on the farm now.

One day, the son came in from getting the mail and said, "What great news! The government has come to an agreement with Washington. They've decided that our land is really part of the United States. We have the right to approve or disapprove of the agreement. What do you think?"

"What do I think?" his mother said. "Jump at it! Call them right now and tell them we accept! I don't think I could stand another one of those Canadian winters!"



Helping Seniors Enjoy the Holidays

Most people love the holiday season, but for some, the stress of the holidays can make for a rough time. Older adults with health issues can experience confusion, depression, or health problems during this time. With a little care and attention, these issues can often be easily resolved, making for a happier and less stressful time for both seniors and their families.

If you have a loved one who struggles with memory issues, the holidays can cause distress. But this is the perfect time to take a walk down memory lane. This is especially important for those who suffer from short-term memory loss, but enjoy memories from times long past. Gathering family together means that you have a perfect opportunity to relive fond memories. Break out the photo albums, watch old family movies, and call far away relatives together.

Seniors sometimes get easily fatigued. Take note of any signs of overexertion. Plan for a down time during the day if the whole family is together. Many in the family would probably appreciate the opportunity for a nap or some quiet time together, and this gives your older loved ones time to reenergize for more fun later in the day.

To prepare for holiday get-togethers, take some time a day or two ahead to help your elderly loved one finish up gift shopping, wrap presents, write out Christmas cards, and pick out their outfits for any parties. This will eliminate any last minute stress and gives you an opportunity to spend time with him or her before other social events.

Finally, watch out for any possible interactions between medications a senior may be taking and any alcohol served at your holiday family gatherings. It can be easy to lose track of what you are drinking, no matter what your age, and we don't always realize how our medications might react to alcohol consumption.

December Holidays and Events

- 1 World AIDS Day
- 1-5 Cookie Exchange Week
- 2 Special Education Day
- 2 International Day for the Abolition of Slavery
- 3 Special Kids Day
- 3 International Day of Persons with Disabilities
- 5 National Salesperson's Day
- 6 National Miner's Day
- 6 National Pawnbrokers Day
- 7 National Pearl Harbor Remembrance Day
- 7 International Civil Aviation Day
- 9 International Anti-Corruption Day
- 10 Human Rights Day
- 10-17 Human Rights Week
- 11 International Mountain Day
- 12 Official Lost and Found Day
- 13 Gingerbread Decorating Day
- 13 International Shareware Day
- 13 National Day of the Horse
- 15 Bill of Rights Day
- 15 Cat Herders Day
- 17 Wright Brothers Day
- 19 Underdog Day
- 20 International Human Solidarity Day
- 21 Humbug Day
- 21 First Day of Winter
- 24 Christmas Eve
- 25 Christmas
- 25-31 It's About Time Week
- 26 First Day of Kwanzaa
- 26 National Whiner's Day
- 29 Tick Tock Day
- 31 Make Up Your Mind Day
- 31 New Year's Eve
- 31 No Interruptions Day

December is also . . .

- Bingo's Birthday Month
- National Impaired Driving Prevention month
- National Write a Business Plan Month
- Safe Toys and Gifts Month
- Worldwide Food Service Safety Month

Drinking Green Tea for Your Health

Green tea has high levels of antioxidants and other nutrients, making it an easy way to boost your nutrition. It may even extend your life. In a study conducted by researchers at Tohoku University in Japan, 40,000 men and women were tracked for up to 11 years. Those who drank warm green tea on a daily basis had lower death rates than those who didn't. So drink up your green tea--it may just help you live a long and healthy life.

PacBlog

Assessing Your Storage Option Risks

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/assessing-storage-option-risks>

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>

Bumper Sticker Humor

- A mind is a terrible thing. That's why I save it for special occasions.
- Sure, I've seen people like you before—but I had to pay admission.
- My mind not only wanders. Sometimes it leaves completely.
- The only thing standing between me and total happiness is reality.

Let your soul stand cool and composed before a million universes.
—Walt Whitman

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 is the center of gravity?

Last Month's Answer to: *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?

One Cent
Last month's Winner:

DAVE KINROSS
CHIEF FINANCIAL OFFICER
CENTRAL VALLEY COMMUNITY BANK

Email your answer to info@pacific-records.com

DECEMBER SERVICE AWARDS

Celebrating Pacific Employee Anniversaries

17 YEARS

Greg Tudor, President and CEO

By the Numbers: Christmas Trees

- In the United States, over one million acres are used to grow Christmas trees, numbering about 350 million trees on over 15,000 Christmas tree farms.
- More trees are cut in Oregon than any other U.S. state, with annual tree harvest at 6.4 million from that state.
- Almost 11 million artificial Christmas trees are purchased in the United States each year.

Quick Tips: Green Living

When cooking on an electric stovetop, try to match your pot size to the coil size on your stove. Placing a small pot on a large coil means that some of the heat is sent off the side of the pot. In fact, you can waste up to 40% of your heating energy if the coil is larger than the bottom of the pot. This means wasted energy and more money in utility bills for you.

The same principles apply to gas stoves. Try to avoid having the flames too close to the edge of smaller pots. These strategies are good safety practices as well!



GLASBERGEN

"It's a new app for people who can't get home for the holidays. It criticizes your lifestyle, disapproves of your significant other, and bursts into tears when you talk back to it."

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.

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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.

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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.

Three Natural Remedies for a Sore Throat

Cold and flu season is upon us. Most sore throats do not need antibiotics to treat them. Instead, a person suffering from a sore throat needs a strategy to sooth the throat. These tactics can help you feel better while you are waiting on your throat to heal.

1. Gargle salt water

A study in The American Journal of Preventive Medicine found that when people with a sore throat gargled salt water three times a day, forty percent of them saw an improvement in their upper respiratory tract discomfort. Salt can reduce the amount of bacteria in your throat, which also leads to faster resolution of a sore throat. To make a salt gargle at home, mix 1/2 cup of warm water with 1 teaspoon of salt. Gargle for 30 seconds three times a day.

2. A spoonful of honey

Honey is another natural infection fighter. Because it is so thick, honey works well to coat and soothe a sore throat. Choose honey that is darker in color, as this contains more antioxidants. Mix a heaping teaspoon of honey into a mug of hot water and the juice of half a lemon. This honey tea can calm coughing that is due to a sore throat and aids in healing.

3. Peppermint

Studies have found that peppermint contains anti-inflammatory, antibacterial, and antiviral properties, which all will help your throat heal faster. Peppermint also contains menthol. This substance helps thin mucus and calm sore throats and coughs. Look for mouth sprays that contain peppermint oil, not just ones that are peppermint flavored.

Healthy Holidays for Your Pet

It is easy for everyone to overindulge during the holiday season, so it shouldn't be surprising to find that pets can be vulnerable to holiday binging as well.

It may take a little effort on your part to ensure your pet does not put on any extra weight this year. Make sure any treats you give your pet are just that—pet treats, not human treats. Chocolate can make pets sick and sugar is not a good supplement to a pet's diet. If you decide to put together a gift box or stocking filled with goodies for your animal, be sure to dole out the treats slowly over time. Take these extras into account at meal times and reduce meal quantities accordingly.

Exercise is good for you and your pet at this time of year, so make time for a daily walk, too.

Festivities and decorations can also pose a health threat to your dog or cat. All cords should be well shielded and your tree should be anchored to prevent it from tipping over. All edible decorations should be placed out of reach. If you will be having many guests over, take into consideration your pet's tolerance for crowds and noise. It may be best to have your pet wait out any parties in the safety of a bedroom or basement.

By taking these simple precautions, you can ensure that both you and your furry friend will enjoy this holiday season.

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is a free monthly newsletter from your friends at

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