

Media Rotation Best Practices

An offline backup program without media rotation is like using a parachute without a rip cord. Scheduled media rotation ensures that a recent backup of your data is safe and accessible at a moment's notice. Your media rotation schedule is determined by how much data you have, how often it's backed up, and how long you plan to retain your backup information. Follow media rotation best practices to optimize your data protection plan.

The ideal media rotation strategy includes multiple tapes containing incremental, differential and full backups so your critical information can be restored from any point in time. Secure offsite storage is an important component of media rotation, ensuring your backup media is protected in a safe, climate-controlled environment.

What's the best way to ensure that your business follows these best practices? An information management service is your best bet. On a daily, weekly or monthly schedule set by you, your backup media is securely transported from your office to a purpose-built media vault for protection from fires, floods natural disasters and theft. Your tapes and hard drives are tracked with barcode technology during transport and storage, so you always know their exact location.

Following your schedule, your media is cycled back to you so the very oldest data can be overwritten. You can request your backup media anytime. During a disaster, it can be quickly delivered to your business or designated hot site using a secure chain of custody.

The right media rotation strategy uses established best practices to protect your business, ensure data recovery, and give you peace of mind.

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January Offers!

Thoughts from Richard Steed

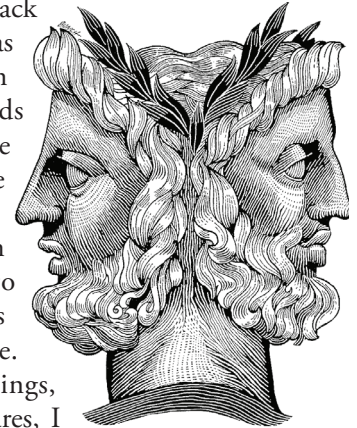
January is a time for looking back and for looking ahead, just as that Janus character does from Roman mythology. He stands with one face pondering the past and one gazing into the future.

Though I never dwell in the past, it's a good idea to review it once in a while so as to best prepare for the future. By reviewing past shortcomings, or—I admit it!—all-out failures, I can adjust past methods and habits to ensure better results in the future. And what better time to do that than in January?

Of course I look over my performance here at work. Though I constantly strive to give you my best, I know there's always room for improvement. That's where my future-face comes into the picture. I stand on the cusp of January and envision how I can make things even easier for our clients. Sometimes it's as simple as making sure all my customers are informed about our latest services and technologies. Sometimes it means staying late on a Friday or even working over the weekend.

And though I've looked back in order to look ahead, I don't dwell there, like I said. I don't let all that old stuff burden me. And speaking of old stuff being burdensome, I'd be remiss if I failed to mention January is a great time to purge all those old files. And THAT's something we can help you with!

Happy New Year!



Richard

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.

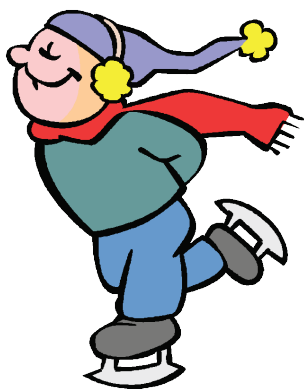
(888) 893-6054 or info@pacific-records.com

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 January!

Ice Skating Trivia Quiz

1. Who is considered the most decorated female figure skater?
2. At the 1994 Olympics, Nancy Kerrigan won a silver medal. In what place did her nemesis Tonya Harding finish?
3. What is considered to be the most difficult jump in figure skating: the axel, the lutz, or the salchow?
4. Which female figure skater is the only one to ever win three Olympic gold medals?
5. Which male figure skater is the only one to be featured alone on the cover of Sports Illustrated?
6. In 1920, who was the first woman to perform a jump in an Olympic competition?
7. How many times has the Winter Olympics been held in the United States?
8. In 1988, Debbie Thomas became the first black woman to do what?
9. What was the first ice skating movie ever made?
10. What is the area called where skaters go to sit with their coaches and hear their scores?



ANSWERS:

1. Michelle Kwan. 2. Eighth. 3. The axel. 4. Sonja Henie. 5. Brian Botano. 6. Theresa Weld. 7. Four (1932, 1960, 1980, 2002). 8. Win an Olympic medal. 9. The Frozen Warning in 1917. 10. The Kiss and Cry.

Bring Your Own Food

A couple went into a café and sat down at a corner table. They ordered two drinks and then took sandwiches out of their backpacks and started to eat them.

The waiter came with their drinks and saw them eating. He said, "You can't eat your own sandwiches in here!"

The couple stopped, shrugged, swapped their sandwiches, and continued eating.

Pumping Iron at Every Age

Weight training and other weight bearing exercises have long been known for their health benefits. Many studies have shown these types of exercises are good for adults of any age. But a recent recommendation by the American College of Sports Medicine reveals that weight training is more beneficial for seniors than previously thought. For those over the age of 50, weight training helps prevent osteoporosis and can increase bone density. Recent studies also show that weight lifting can improve cognitive functioning as well.

Seniors should take special care to use weight training equipment correctly to avoid injury or strain. Lifting too much weight can cause problems as can improper technique. If a person is new to weight training, it is best to have some sessions with a professional trainer to learn the correct forms and techniques, not only to lift safely but to maximize the benefits of this activity.

January Holidays and Events

Daily Observances:

- 1 New Year's Day
- 2 Happy Mew Year for Cats Day
- 4 Trivia Day
- 4 World Braille Day
- 7 International Programmers Day
- 8 Argyle Day
- 8 Show and Tell Day at Work
- 10 National Cut Your Energy Costs Day
- 11 National Clean Off Your Desk Day
- 12 Poetry at Work Day
- 16 Appreciate a Dragon Day
- 16 Religious Freedom Day
- 17 Kid Inventors Day
- 18 Martin Luther King Jr Day
- 18 National Crowd Feed Day
- 20 Rid the World of Fad Diets and Gimmicks Day
- 21 Get to Know Your Customer Day
- 21 National Hugging Day
- 21 Women's Healthy Weight Day
- 22 Answer Your Cat's Question Day
- 22 Celebration of Life Day
- 23 Local Quilt Shop Day
- 23 National Handwriting Day
- 23 National Pie Day
- 23 Snowplow Mailbox Hockey Day
- 24 Belly Laugh Day
- 24 National Compliment Day
- 25 Bubble Wrap Appreciation Day
- 25 A Room of One's Own Day
- 27 Intl. Day of Commemoration of the Victims of the Holocaust
- 28 Data Privacy Day**
- 29 Curmudgeons Day
- 29 Fun at Work Day
- 29 National Preschool Fitness Day
- 20 Inane Answering Message Day
- 30 National Seed Swap Day
- 31 Inspire Your Heart With the Arts Day

Weekly Observances:

- 1-7 Diet Resolution Week
- 1-8 New Year's Resolutions Week
- 2-8 Someday We'll Laugh About This Week
- 3-9 Home Office Safety and Security Week
- 11-17 Cuckoo Dancing Week
- 17-23 International Handwriting Analysis Week
- 18-22 Healthy Weight Week
- 18-22 Sugar Awareness Week
- 24-30 Clean Out Your Inbox Week

Monthly Observances:

- National Clean Up Your Computer Month

PacBlog

An Update on Common Information Privacy Regulations

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/an-update-on-common-information-privacy-regulations>

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>

JANUARY SERVICE AWARDS

Celebrating Pacific Employee Anniversaries

30 YEARS

Richard Steed

4 YEARS

Dick Kelton

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 do you get when a chicken lays an egg on top of a barn?

Last Month's Answer to: *How do you warm up a freshly painted room?*

"GIVE IT A SECOND COAT"

Last month's Winner:

JENNIFER BUSTAMANTE
LRA-CITY OF RIVERBANK

Email your answer to info@pacific-records.com

By the Numbers: Milk

- U.S. dairy farms produce about 23 billion gallons of milk each year.
- The average cow produces almost 7 gallons of milk each day.
- About 97 percent of all dairy farms are family-owned.
- Dairy is the number one agricultural business in California, Wisconsin, New York, Pennsylvania, Idaho, Michigan, New Mexico, Vermont, Arizona, Utah, and New Hampshire.
- The dairy industry employs more than 900,000 people in the United States.

Sources: National Milk Producers Federation, National Agricultural Statistics Services

Quick Tips: Green Living

To cut down on food waste, consider asking for smaller portions when you are eating out. Many restaurants are happy to offer half-portions. Not only will you be reducing wasted food, you will also save some money.



"Everyone's out with the flu, the computers all have a virus, and the shredder just threw up."

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Top Five New Year's Resolutions for Your Pet

New Year's resolutions are not just for people. Your pet can benefit from setting some new goals driven by the motivation of a fresh start. Consider making some of these resolutions part of the new year for you and your pet.

Choose the right food.

Take a moment at the start of each year to ask yourself if you are feeding your pet the right food. As cats and dogs age, they need a different mix of nutrients and proteins. If you've been feeding your pet the same food for years, consider switching. Older pets have lower energy requirements, but often need better nutrients to address needs like joint health.

Start a new activity.

Just like people, our pets can get in a rut. Get your cat a new elevated scratching and exercise post or some new toys. Take your dog to a new dog park or change your daily walk route to add in some extra inclines. Not only will a change in activity help your pet, but you will also benefit from the increase in activity.

Commit to regular vet checkups.

There always seems to be a reason to put off a regular veterinarian visit. But an annual exam can help screen for needed vaccinations, dental health, and overall well-being. If you've neglected this task for a while, make a resolution to schedule a vet visit as soon as possible.

Step up your grooming game.

It can sometimes be a hassle, but regular grooming has benefits for both your pet and your entire family. A regularly scheduled bath, nail clipping, teeth brushing, and parasite control means a happier, healthier pet and a cleaner, better smelling home for your family. Regular grooming can also catch underlying medical conditions that affect the skin, coat, or nails.

Volunteer to help other pets.

Don't keep your love of animals to yourself. Rescue shelters love volunteers. If you are short on time, you can donate financially with monetary donations or gifts of supplies and food. If you are short on funds, your time is a special gift to these shelters and their animal residents.

“For last year's words belong to last year's language and next year's words await another voice. And to make an end is to make a beginning.”

— T. S. Eliot

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://plus.google.com/+PacificRecordsManagementSacramento/about?hl=en&review=1>

Modesto: <https://plus.google.com/+PacificRecordsManagementModesto/about?hl=en&review=1>

Stockton: <https://plus.google.com/+PacificRecordsManagementStockton/about?hl=en&review=1>

Fresno: <https://plus.google.com/+PacificRecordsManagementFresno/about?hl=en&review=1>

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.



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