

How to Improve Information Security for Your Business

If there ever was a time to improve information security for your business, the time is now. According to the Identity Theft Resource Center, the number of data breaches in 2014 rose a staggering 27.5% over 2013 levels—and 2015 isn't any better. The digital security company Gemalto reports that 245.9 million records have been compromised already in the first half of this year. Fortunately, your business can take simple preventative steps to protect its information.

Information security is a team effort, which is why employee education and training is so critical. Besides making sure your staff knows the specific threats and risks lurking out there will help them understand company policies outlining the handling of sensitive data.

First, you must establish storage and destruction policies to ensure that records and data are kept secure and destroyed promptly when no longer needed. If confidential documents and backup media are kept on-site, implement an off-site storage solution to protect and regulate access to them. Similarly, take advantage of a professional shredding and destruction service to be sure daily paperwork and archival files are destroyed promptly and securely at the end of their retention lifecycle.

Schedule ongoing training to make information security a priority for your staff. And don't forget to solicit their input; after all, they are the first line of defense for protecting your business data. The more buy-in you have from your team, the more secure your information will be.

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November Offers!

Thoughts from Richard Steed

November is the semi-official month of gratitude. We are grateful to hang out and chow down with those we care about. Whether we are dining upon turkey or tofu, the gathering and celebration is often thought-provoking as well as belt loosening.

It's the time of year for most of us to pull out family traditions, some of which go back decades and perhaps even centuries. What's interesting is that what we crave (and carve) has much to do with what we grew up with. It's a fact that our bodies are geared towards traditions and recurrent cuisines. The saying that we are creatures of habit fits nicely here, although our clothes might not fit once the grand meal is finished!

What was grandma's specialty each Thanksgiving? Whether it was silky smooth mashed potatoes and killer sausage dressing or lumpy spuds and spongy rolls, the resulting primal urge to relive that meal year after year is similar. It's part of what makes us, us, and a family a family.

What we give to each other is not just organic sustenance but emotional fulfillment. Not that each yearly gathering turns out perfectly; far from it, usually. There might be some toes stepped on and rousing debates but the fact that we opt to congregate together is truly the common thread.

We relish your business and the opportunity to give you the best and most reliable service, just as we know you relish the turkey tray and gathering with your loved ones. In this month of gratitude, I want to express to you, our client, just how grateful we are that you have chosen us to look after your records management needs.

Forever grateful,

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 November!

Inviting Guestrooms

With the holidays just around the corner, you're probably planning for some guests in your home. If you're able to offer your guests a room of their own during their visit, here are some ways to make the space comfortable, hospitable, and inviting.



Comfort

Along with clean bed linens, consider adding a featherbed mattress topper, extra pillows, and extra blankets for your guests. If there is space available, have a small upholstered chair in a corner. Offer some bottled water and some light snacks. The room should have adequate lighting, including a reading light by the bed.

Space

Keep knick-knacks in your guestroom to a minimum, so that your guests do not feel crowded. Provide a place for them to place their purse, keys, and other small items. Consider placing a luggage rack or small table in the room. Clear a space in the closet and include some empty hangers. One or two empty drawers are also helpful.

Privacy

Window coverings in your guestroom should give good light control and privacy. Make sure the door to your guestroom has a functioning lock.

The Extras

A simple alarm clock is a necessity. Keep a pad of paper and some pens on the nightstand. Tissues, an ironing board and iron, and a hair dryer are also welcome by guests. Place a flashlight in a bedside drawer and offer your guests a copy of your house key. Plan to offer your guests some magazines or a newspaper. Adding a small television with a remote to your guestroom is also essential for some guests. Finally, if your guests are interested in visiting local tourist attractions, fill a basket with a local map and some tourist brochures.

“Small cheer and great welcome makes a merry feast.” —William Shakespeare

November Holidays and Events

Daily Observances:

- 1 National Authors Day
- 2 Plan Your Epitaph Day
- 3 Election Day
- 5 National Men Make Dinner Day
- 7 Sadie Hawkins Day
- 8 Abet and Aid Punsters Day
- 11 Veterans Day
- 12 World Pneumonia Day
- 13 World Kindness Day
- 14 International Girls Day
- 14 World Diabetes Day
- 15 America Recycles Day
- 16 International Day for Tolerance
- 17 World Prematurity Day
- 18 National Educational Support Professionals Day
- 19 Great American Smokeout
- 19 World Philosophy Day
- 20 Name Your PC Day
- 21 International Games Day
- 21 World Television Day
- 21 World Hello Day
- 23 Fibonacci Day
- 23 International Image Consultant Day
- 24 Celebrate Your Unique Talent Day
- 25 Intl Day for the Elimination of Violence Against Women
- 26 Thanksgiving Day
- 27 Native American Heritage Day
- 28 International Aura Awareness Day
- 29 Electronic Greetings Day
- 30 Computer Security Day

Weekly Observances:

- 1-7 National Patient Accessibility Week
- 9-13 National Young Readers Week
- 15-21 National Geography Awareness Week
- 16-20 American Education Week
- 22-29 National Bible Week
- 23-29 Better Conversation Week

Monthly Observances:

- Worldwide Bereaved Siblings Month
- American Diabetes Month
- Aviation History Month
- Banana Pudding Lovers Month
- Diabetic Eye Disease Month
- Lung Cancer Awareness Month
- November
- Peanut Butter Lovers' Month
- Prematurity Awareness Month
- Vegan Month
- National Adoption Month

PacBlog

5 Advantages of a Local Shredding and Destruction Provider

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/5-advantages-of-a-local-shredding-and-destruction-provider>

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: Thanksgiving

- About 46 million turkeys are eaten at Thanksgiving. In comparison, 22 million are consumed at Christmas and only 19 million at Easter.
- More than 3.5 million spectators attend the Macy's Thanksgiving Day Parade. Another 50 million watch on television.
- The average caloric intake on Thanksgiving Day, from snacking, dinner, dessert, and drinks, is about 4500 calories. To burn off the excess calories, an average man would need to walk for about five hours.

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:

How do you get a baby astronaut to sleep?

Last Month's Answer to: *How do you make a skeleton laugh?*

"TICKLE ITS FUNNY BONE"

Last month's Winner:

JANET PLANCK

CALIFORNIA LEAGUE OF FOOD PROCESSORS

Email your answer to info@pacific-records.com

NOVEMBER SERVICE AWARDS

Celebrating Pacific Employee Anniversaries

12 YEARS

Vladimir Makarov

8 YEARS

Gabriel Pereira

2 YEARS

Guerrero, Phillip

1 YEAR

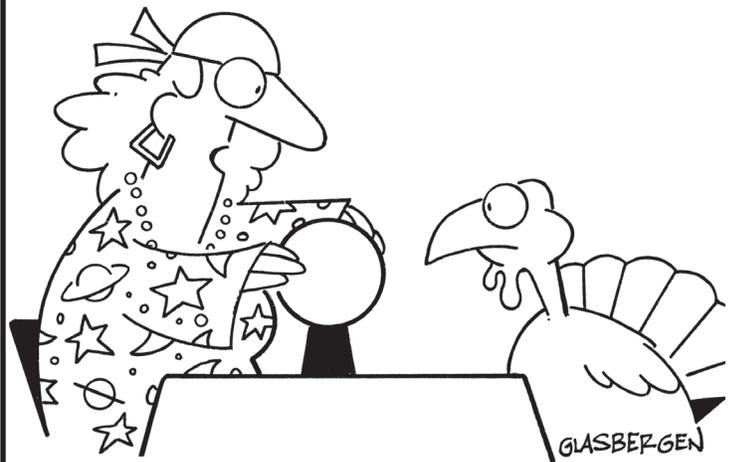
Anthony Martinez

This Month in History . . .

On November 10 1775, The U.S. Marine Corps was established.

Quick Tips: Green Living

Careful management of your home water usage can benefit the environment and help cut your bill. Simple things like turning off the shower nozzle while soaping up, or soaking your dishes before hand-washing them can amount to significant annual savings without much effort. Go one step further by replacing your big water-consuming appliances with water-saving ones. Install more efficient shower heads, low-flow toilets, and faucet aerators to reduce your water usage.



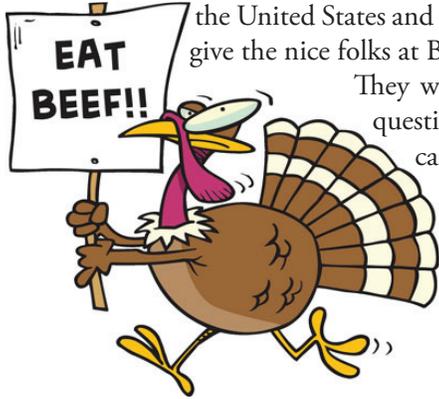
"The good news is you'll be spending Thanksgiving with a large group of happy people."

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.

Let's Talk Turkey!

Since 1981 Butterball has operated its Turkey Talk-Line, offering turkey selection, preparation, and storage advice to callers from the United States and Canada. If you find yourself wondering what to do next as you prepare your holiday meal, give the nice folks at Butterball a call, visit their website, or message them on Facebook or Twitter.



They will have over 50 professionally-trained home economists and nutritionists available for questions from November 3 to December 26 and offer assistance in English and Spanish. Callers can also request a free Butterball pamphlet containing safe handling information, easy grilling and roasting instructions, and tasty recipes. You will become one of the almost 12,000 people who contact Butterball each Thanksgiving season to "talk turkey."

Turkey Talk-Line: 1-800-BUTTERBALL

Website: www.butterball.com (online chat and email)

Facebook: www.facebook.com/Butterball

Twitter: @butterball

"There are times in the lives of most of us, when we would have given all the world to be as we were but yesterday, though that yesterday had passed over us unappreciated and unenjoyed." —William Edward Hartpole Lecky

Talking Points: Safe Social Media Use

Social media are a popular way to meet new people and discuss topics that interest you, but it pays to be safe when online. Next time you log on to a public forum for some conversation, keep these safety tips in mind.

- Always keep your personal information confidential. Don't reveal things such as your name, age, address, phone number, place of employment, or schedule.
- Choose a user id that does not reveal any of this information about yourself. Never share your password with anyone.
- Register an alternative email address for use in chat rooms or forums if you want to have a way for others to contact you directly. Don't give out your regular email address.
- Don't use a signature line that includes personal information or links to a website, such as your workplace, that may lead back to you.
- Instruct your children on internet safety. They should never reveal personal information, including details about their school or activities. Let them know that they should come to you if they feel uncomfortable or suspicious of any online communication.
- If you ever choose to meet in person someone you've met online, do so only in a public place away from your home and only after you've established his or her identity. Take along a friend and let someone else know where you're going and when you'll be there. Don't go home with your new acquaintance, to your place OR theirs.
- And finally, if you ever feel suspicious or uncomfortable at any level of your online chatting relationship, immediately stop responding and, if necessary, report any suspicious activities or communications.

Home for Thanksgiving

An elderly man in Phoenix calls his son in New York and says, "I hate to ruin your day, but I have to tell you that your mother and I are divorcing. Forty-five years of misery is enough."

"Pop, what are you talking about?" the son shouts.

"We can't stand the sight of each other any longer," the old man says. "We're sick of each other, and I'm sick of talking about this, so you call your sister in Chicago and tell her," and he hangs up.

Frantic, the son calls his sister, who explodes on the phone, "No way are they getting divorced," she exclaims. "I'll take care of this."

She calls her father immediately and says, "You are not getting divorced! Don't do a thing until I get there. I'm calling my brother back, and we'll both be there tomorrow. Until then, don't do a thing, understand?" and hangs up.

The old man hangs up the phone and turns to his wife. "Okay," he says, "They're coming for Thanksgiving and paying their own airfares."

NEWS You Can Use is a free monthly newsletter from your friends at

Stockton (209) 320-7771 • Sacramento (916) 649-7360 • Fresno (559) 475-7892

Modesto (209) 343-4630 • Napa/Solano County (888) 893-6054

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