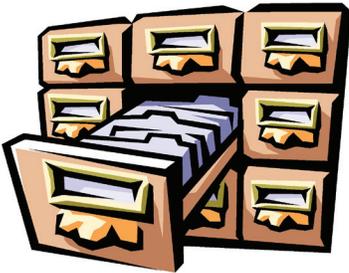


## To Scan or to Store?



It's tempting to want to go completely paperless with your office but it may not be cost-effective or entirely necessary. Deciding whether to scan or store your business records really comes down to the activity level of your files. Most likely, you have

some combination of active, semi-active and purely archival documents. The activity level of your business records will dictate which option you choose.

Paper records that support daily business operations and customer support functions--or frequently referenced documents--are prime candidates for a scanning solution. Once converted into electronic documents, they can be easily accessed, shared and collaborated on across multiple locations. The overhead and administrative costs associated with the in-house storage and retrieval of physical files is then eliminated and records are less likely to get lost amidst the paper shuffle.

Business files that aren't integral to your daily workflow processes still have retention requirements, however--sometimes for several years. Some of these may be rarely accessed, if ever. It's not economical to scan them when they can be stored for the duration of the required retention period for a fraction of the cost. Further, vital records such as contracts, shareholder documents, and articles of incorporation--even if already in an electronic format--should have redundant hard copies stored off-site in order to support disaster recovery capabilities.

In short, a hybrid solution that combines document storage and document scanning not only helps your business better manage the entirety of your records inventory but also enables improved legal and regulatory compliance!

## 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)

## 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.

*Richard*

Merry Christmas!

## What's Inside This Month?

*To Scan or to Store?*

*Funny Signs in Great Britain*

*Entertaining in Tight Spaces*

*Protecting Your Family with Disability*

*Insurance*

*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!

## ***Santa is Watching***



A mother was exasperated with her two daughters fighting all the time. Knowing that Christmas was around the corner, she devised a plan to get her youngest to behave.

One day after another quarrel, the mother picked up the phone and dialed quickly.

She began talking to “Santa,” who was actually the child’s uncle. She explained the situation and then handed the phone to the little girl. Her uncle, pretending to be Santa, told her that only children who were good would get presents. He said that children who fought with their sisters would get nothing under the tree.

The little girl grew wide-eyed and nodded. She slowly hung up the phone. “Well,” asked her mother, “what did Santa say to you dear?”

The small girl said almost in a whisper, “Santa said he wasn’t bringing my sister any toys this year!”

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## ***By the Numbers: Hockey in the U.S.***

- There are just over 500,000 players registered with the USA Hockey governing organization, representing all youth players in the U.S.
- The fastest speed ever clocked on a hockey puck was a world record 119 mph (192 km/h) by Bobby Hull.
- There are 30 NHL hockey teams, drawing an average of 17,500 spectators to each game.
- The average value of an NHL team is \$282 million.
- Even though ticket prices rose an average of 5 percent last season, the NHL still filled its arenas to 96 percent of capacity on average each game.

Sources: Plunkett Research, Ltd. and the National Hockey League

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## ***Quick Tips: Green Living***



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.

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***

- 1 Bifocals at the Monitor Liberation Day
- 1 World AIDS Day
- 2 International Day for the Abolition of Slavery
- 3 International Day of Persons with Disabilities
- 4 Special Kids Day
- 5 Bathtub Party Day
- 5 Intl. Volunteer Day for Economic and Social Development
- 6 National Salesperson’s Day
- 7 National Pearl Harbor Remembrance Day
- 7 International Civil Aviation Day
- 9 International Anti-Corruption Day
- 10-17 Human Rights Week
- 10 Human Rights Day
- 11 International Mountain Day
- 14 International Shareware Day
- 14 National Day of the Horse
- 15 Bill of Rights Day
- 15 Cat Herders Day
- 17 Wright Brothers Day
- 18 International Migrants Day
- 20 Underdog Day
- 20 International Human Solidarity Day
- 21 Forefathers Day
- 21 Humbug Day
- 21 First Day of Winter
- 25 Christmas Day
- 26-Jan 1 Kwanzaa
- 26 Boxing Day
- 26 National Whiner’s Day
- 29 Tick Tock Day
- 31 Make Up Your Mind Day
- 31 New Year’s Eve
- 31 No Interruptions Day
- 31 World Peace Meditation

### ***December is also . . .***

- Bingo’s Birthday Month
- National Drunk and Drugged Driving Prevention Month
- National Write a Business Plan Month
- Safe Toys and Gifts Month

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## ***Quick Tips: Organizing Tip***

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.

# PacBlog

## *Understanding Document Imaging and Rules of Thumb for a Successful Conversion*

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/understanding-document-imaging-rules-thumb-successful-conversion>

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>

### DECEMBER SERVICE AWARDS

*Celebrating Pacific Employee Anniversaries*

**16 YEARS**

Greg Tudor, President and CEO

*"Every time you smile at someone, it is an action of love, a gift to that person, a beautiful thing."*

— Mother Teresa

### 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:

Name something that's set on the table, cut, passed around to everybody, yet nobody eats it.

**Last Month's Answer to:** *At this very moment, every human being on the planet is doing this. What is it?*

**AGING**

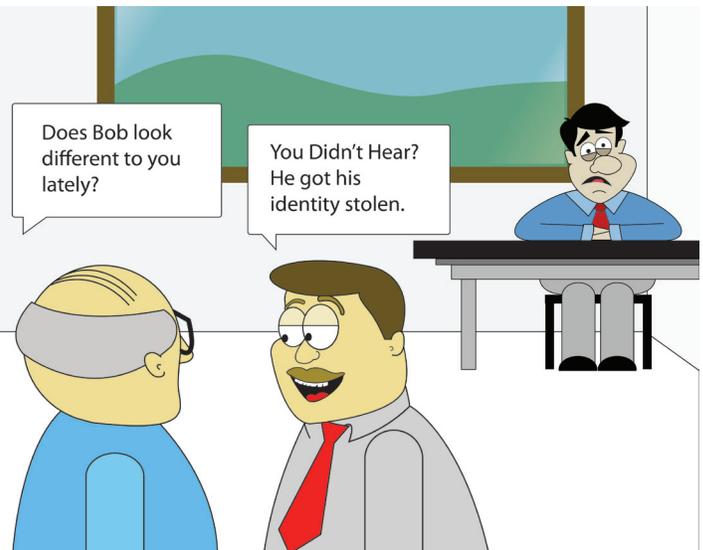
Last month's Winner:  
**CLAIRE STONE**  
**LODI HEALTH**

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

## *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.)
6. Outside a second-hand shop: We exchange anything—bicycles, washing machines, etc. Why not bring your wife along and get a wonderful bargain?
7. In a health food store window: Closed due to illness.
8. During a conference: For anyone who has children and doesn't know it, there is a day care on the first floor.
9. In a field: The farmer allows walkers to cross the field for free, but the bull charges.
10. On a leaflet: If you cannot read, this leaflet will tell you how to get lessons.
11. On a repair shop door: We can repair anything (Please knock hard on the door—the bell doesn't work.)
12. In a public restroom: Toilet out of order. Please use floor below.



## **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.

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# Entertaining in Tight Spaces

Anyone who lives in an apartment or small home knows the difficulty of entertaining guests in a tight space. Even though it is challenging, it can be done, with you and all of your guests enjoying your time together. Although you can often extend your party to a deck or other outdoor area, weather conditions sometimes will not allow that to happen. In those cases, you'll have to find a solution inside your home.

To accomplish this, first clear up as much space as possible. Remove clutter from your living areas. Kitchen appliances should be tucked away to increase counter space. You might also want to push your furniture towards the walls to increase floor space.

Also consider if you can use the spaces in your home more efficiently. Expand your seating areas by using padded dining chairs in your living room and placing large throw pillows on the floor. Add a couple of barstools to your kitchen space for guests who like to linger in the kitchen. Add a card table to your living room to increase seating for dinner. Not everyone needs to sit at the same table to enjoy the company. You may find that your guests will enjoy eating in several small groups in the dining room, kitchen, and living room areas. You can also use a large ottoman as another serving area. Use a large, oversized tray to convert it into a firm surface.

When you are ready to serve food to your guests, go with a buffet style of service. You can also place trays of food in every corner of your rooms. That way, your guests will not be crowded into the same place, trying to access the food. With it scattered about, people will spread out, maximizing the use of your available space. Finally, keep any food you serve as simple as possible. Sauces and other messy foods can cause a problem in a tight space.

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## Protecting Your Family with Disability Insurance

Most people acknowledge the need for life and health insurance. We don't think twice about insuring our home and vehicles. But far too many do not insure one of the most important things of all—their income. Disability insurance typically pays about two-thirds of a worker's income in the event of an accident or serious illness that prevents the person from returning to work. Most often this income is tax-free.

Having disability insurance gives your family a chance to keep some level of normalcy even if one of the breadwinners is unable to work. Many people believe that they will be covered by some form of workers' compensation, but this only kicks in if the injury happens on the job. However, about 60 percent of disabilities happen off the job.

What keeps people from getting disability insurance? Well, financial experts believe that most people think this type of situation won't happen to them. They don't want to pay out money to protect against something they don't think will happen. About 82 percent of people either have no long-term disability or are underinsured. But up to 30 percent of people will experience a disability event that leaves them unable to work for 90 days or more.

So, how much disability insurance do you need? First understand that there are two types of disability insurance—short- and long-term. Short-term insurance kicks in within days of a disabling illness or injury and lasts for up to six months. Then long-term insurance would begin. You may not need short-term insurance if you have adequate savings to get you through the first six months of no income. Since disability insurance only covers part of your salary, you may need to increase the amount of coverage you have to meet all of your expenses.

Check with your employer to see if they offer this type of insurance, as purchasing it through your job is usually cheaper than purchasing it on the open market. If your employer does not offer this type of insurance, it wouldn't hurt to ask if it could be added as a benefit. Even if employees pay the whole premium, buying it as a group is cheaper than purchasing individually.

If your employer does not offer coverage or you want to supplement your coverage, the best place to start looking for a policy is with your insurance agent or financial advisor. Pay attention to the details, as some policies have limits on payouts, waiting periods for coverage to begin, or potential delays in payouts once a claim is made. It may also seem expensive to purchase, so compare plans to make sure your money is providing as much coverage as possible.

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## Quick Tips: Travel

If you have a choice of airports when flying into a large metropolitan area, consider choosing the smaller airport. You may not be flying right into the heart of the city, but if you are renting a car, the benefits might be worth the extra driving. Smaller airports have less traffic and typically fewer delays. They are easier to navigate as well. You also get the benefit of seeing sights you would not normally see as you fly in and when you drive out of the airport.

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