

Protecting Your Company's Future

Identity theft, terrorist attacks, fraudulent accounting, natural disasters, and non-compliance with government regulations have thrust records management and corporate accountability into the spotlight. Today, businesses must properly store and manage their vital records in order to meet operational needs, accountability requirements, and community and government expectations. As a result, society is demanding higher standards for the accuracy and availability of records.

Good records management allows businesses to make better decisions faster, transforming their organizations into smarter enterprises. Corporations must also document their plans for vital records and business continuity in the event of the unthinkable and maintain those records offsite but within a specified and easily reachable distance.

Traditional storage methods like files stored in boxes in a basement, spare office, or even self-storage units aren't conducive to finding or protecting this information. These methods can put your records at risk of both loss and unauthorized access.

Offsite Data Depot helps businesses with planning, developing and implementing a complete records management solution to meet their needs. Offsite can handle organizations of all sizes with its suite of records management tools, from secure records storage and management to email filtering, secure online backups, document scanning and secure shredding services.

With decades of experience in the records management

industry, Offsite has helped organizations in many industries manage and control their vital records. Clients ranging from the Nevada Supreme Court to local law enforcement, title companies, casinos as well as many other businesses have reduced their exposure to security risks and identity theft while maintaining compliance with government regulations. These customers have also seen savings from 20 to 60 percent by using Offsite's services.

Now you know how to reduce risks associated with record keeping. But, what else must a company do during these trying economic times to make sure they stay in business?

One key strategy at Offsite Data Depot is to remain active in networking within its local communities. Being involved in organizations such as the Northern Nevada Development Authority, Business Networking International, area chambers of commerce, and other local service groups provides a venue to ensure the company name is in front of prospective customers and builds positive and meaningful relationships with other businesses in the Sierra Region.

For more information, visit www.offsite-datadepot.com or call 775-888-9933. Video promo: <http://www.youtube.com/watch?v=l9HYXK2-D0>. Offsite will give you peace of mind once again. ■



Nevada and the Sierra Region Depend on Your Census Participation

It's 2010 and we've all heard the census is here again. We know as responsible citizens of our community we need to respond when the form hits our mailboxes. The federal government needs population statistics to know how we've grown and changed since the last decennial census. But do we really know what the census is about and how it affects our region's economic growth and quality of life?

Nevada stands to gain \$917 in federal funding per man, woman and child counted each year for the next 10 years. So, the census is more than a simple count – it's about economics. This census, maybe more than ever before, will certainly impact our kids and our grandkids. It is about working together for our common good. It is about what we as citizens can do to support our community. It is working to raise the tide for all, and what a simple way to accomplish that feat.

Did you know many grants are allocated throughout Nevada for services, infrastructure projects, and health care based on census data collected? For example, Nevada receives Community Development Block Grants (CDBG) from the federal government based on census data, which are then distributed to local governments for community projects, often utilizing local contractors or non-profit organizations.

Additionally, federal grants for local service organizations help provide important services to families, such as after-school and nutritional programs, healthcare to the under- and uninsured, and projects promoting self-sufficiency and personal responsibility. This funding is critical to the success of our local organizations that help families right here in the Sierra Region of Nevada.

"Although the census is a national process, its effects trickle down to the local level," said Nevada Secretary of State Ross Miller, chairman of the Statewide Complete Count Committee. "The importance of responding to the census cannot be overstated. The census's impact to our quality of life in Nevada is enormous and can't be ignored."

Successful businesses rely on a community's high

quality of life, including access to healthcare, an educated workforce and a strong infrastructure. The majority of federal funding based on census data is distributed to the human services, education and transportation sectors. These are areas that help attract outside businesses to our community. Job training centers and other organizations that help people get back to work also rely on federal funding. We need these in the Sierra Region more now than ever before to keep the businesses we have, and convince new ones to relocate and set up shop here.

A high census return rate also means more federal funding for our school districts, enhancing our children's learning experience in the classroom. A skilled and well-educated workforce is critical to not only retaining our

existing businesses but especially for recruiting new companies to the state.

Nevada also stands to gain another congressional seat based on our state's population growth during the past decade. If our census response doesn't reflect that growth, we will not get that additional federal representation.

The census forms contain only 10 questions, taking about 10 minutes to fill out. Information provided is completely confidential and the questions do not ask for sensitive personal information such as social security numbers or financial information.

When it comes time to complete your census form,



Rob Hooper
Executive Director NNDA

remember what's at stake for Nevada, our communities, our neighbors and our families. In 2010, every Nevadan plays an essential role in helping the state achieve a high census return rate – because we all

count. And, we are counting on you!

For more information visit www.nevadacensus2010.com or follow Nevada's Census 2010 campaign on Facebook at www.facebook.com/nevadacensus2010.com. To find out more about the Sierra Region's economic development and how you can be involved visit www.nnda.org or contact NNDA at nnda@nnda.org or call (775) 883-4413. ■

DID YOU KNOW?

Nevada's Demographer, Jeff Hardcastle, is responsible for conducting annual population estimates and can provide information on NV Census 2000 data as well as 2030 population projections. Visit www.nsbdc.org/what/data_statistics/demographer email jhardcas@unr.edu or call 775-784-6352