

Newsflash...

Ask about Our Highly Competitive West Coast Rates to Europe and the Far East

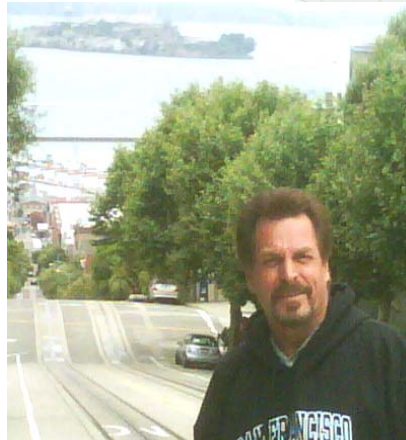
Go West, SDS

SDS Executive Team heads to California for Quality Control and Customer Satisfaction Assessments

In September 2009, SDS began handling the accounts of D&M Express. At that time, SDS opened up offices in six new cities throughout the United States—Chicago, Dallas, Houston, Los Angeles, San Francisco and Washington, DC.

Since that time, the SDS Executive team has visited with station management and clients at every location.

In late July, the Executive Team made their second trip to California to meet with both clients and team members to assess client satisfaction and quality control. John Zahorodny, Executive VP of Worldwide Operations, literally drove every single route made by the delivery team to assess efficiencies and team performance. What he found was a strong team with some quality practices that could help the entire SDS system. He also took note of where improvements could be made.



John Zahorodny, Executive VP of Worldwide Logistics, hit the streets of San Francisco to inspect operations on the ground.

SDS President and CEO, Tony Racioppo, and Matthew Wizeman, the firm's CFO met with numerous clients to work in conjunction with what was happening at the operations level. What they found was that the vast majority of clients rated SDS service very high, and would recommend SDS to business associates. They also discovered a greater need among the clients out west for international services and potentially other local services such as postal mail pick up and delivery.

During the trip out west, the SDS team made stops in Los Angeles, Irvine, San Diego, San Francisco, Palo Alto and Menlo Park. And while each city has its own unique set of delivery challenges, understanding each market helps strengthen the SDS system.

STORIES INSIDE

GO West, SDS	1
Do's and Don't's of International Shipping	2
National PCC Day	2
SDS Driver Pitches No-Hitter	2
USPS Rate Request	2
Proper Packaging	3
Client Appreciation	3
Save the Date	4
School Safety	4

SDS Info . . .

Corporate Headquarters
52-09 31st Place
Long Island City, NY 11101
Phone: (888) 737-3977
Fax: (718) 472-3441

Warehouse
263 Frelinghuysen Avenue
Newark, NJ 07114
Phone: (973) 621-6010*
Fax: (973) 621-7310

*Emergency Number

SDS Services

- ◆ **Rush Messenger & Trucking**
- ◆ **Tri-State Same Day Delivery**
- ◆ **Same Day Domestic Air**
- ◆ **Worldwide Air Freight**
- ◆ **Air Courier**
- ◆ **Worldwide Mail & Fulfillment**
- ◆ **Mail to/from the Post Office**
- ◆ **Interstate Trucking**
- ◆ **Warehouse Logistics**
- ◆ **Trade Show Management**

Locations

Headquarters
New York, NY

Warehouse & Distribution
Newark, NJ

Offices
Chicago, IL
Dallas, TX
Houston, TX
Los Angeles, CA
San Francisco, CA
Washington, DC

How to handle the subtleties of International Shipping—Your Provider makes a difference.

Buyers of transportation services look at three things when they chose a vendor—price, service and quality. Although they may say otherwise, most buyers will look at price first. But when it is all on the line, what they really need is for the job to get done right, with minimal stress. So in the end, quality and service trump price—it's just that price is the single most tangible factor and the easiest to compare. It is for this reason, that the best providers are not necessarily the cheapest—although no one can deny the importance of price. Companies that provide additional services like packing, documentation, warehousing, and a litany of transportation options will usually be a better option for most shippers. One dilemma that some shippers face is selecting a provider that does not have a brand name. Brand names usually come at a cost—higher prices and lesser service, but there is often a fear that if something goes wrong there is no buffer of having selected a brand name. In the 1960's, there was an expression that “no one ever got fired for buying IBM.” And, just as that slogan has changed for the computer industry, so too is it changing for transportation. The most savvy buyers know how to make a decision based upon true value—the combination of price, quality and service.

Seasoned shippers value ease of use. Case in point—International Shipments. Most shippers find that shipping overseas is a challenge. In addition to cutting an Airway bill, they will typically have to file a commercial invoice and a shippers export declaration (SED) for high value items. While these are not overly complex documents, they require time and since the person placing the order is typically not a shipping expert, it is also a concern that they may miss some critical information. The best providers will handle this for the customer. The most savvy buyer will want to be able to give the provider the basics—Weight, Pieces, Commodity, Declared Value and a destination and then move on to other things.

Quality small firms will have good customer service but are usually not sophisticated enough to handle e-commerce or have a wide enough network to cover multiple lanes. Large integrators often suffer from a lack of customer focus and ever-increasing rates. The transportation buyer should look at all three factors and then measure what works best for

National PCC Day Set for September 15

PMG Jack Potter to Appear via Satellite

The Greater New York Postal Customer Council will host the upcoming National PCC Day at Gotham Hall in New York City. PCC's across the nation will offer workshops and an opportunity to earn a professional certificate as part of National PCC Day activities. About 200 PCCs are expected to host events at more than 150 sites, with mailer education an important component.

The National PCC team is providing two workshops in support of National PCC Day events. They are:

- ✦ *Best Kept Secrets of the NCSC* – Learn how the National Customer Support Center (NCSC) enables customers to better manage the quality of their mail lists.
- ✦ *Business Customer Gateway* – Hear how the Business Customer Gateway gives you a single, unified landing point to access the online business offerings from the Postal Service.

Mailers who attend local PCC events can also earn a Quality Addressing and Mailing Insight Professional Certificate. To qualify for the certificate, PCC attendees must be present for Postmaster General John Potter's satellite broadcast and they must attend both workshops listed above as well as one other mail-related workshop presented by the local PCC that day.

The New York event will take place at Gotham Hall (1356 Broadway) and they will broadcast the event featuring PMG Potter. The local event begins at 8AM is hosted by the 2008 PCC of the Year-GNYPCC. During the broadcast, the Postal Service will announce its 2010 PCC Premier Award winners and the Communication and Excellence Award winners.

For more information contact Wai Chow at Wai.Chow@usps.gov

SDS Driver Pitches a No-Hitter

A rare feat for competitive league

The Metro ASA men's recreation league witnessed a rare feat on August 1, when Manny Serrano pitched a no-hitter in a playoff game. The Spartans went on to defeat the Latin Aces 8-0 in their first round match-up held in Flushing.

League sources believe it is the first time that a no-hitter has been pitched during a playoff game in league history.

Manny Serrano has been a driver with SDS since 2004



Manny Serrano pitches no-hitter for the Metro ASA's Spartans

USPS Files for Rate Increase

Looking for January 2nd Effective Date

In its continuing efforts to remain financially sound, the USPS has filed for a rate increase with the Postal Regulatory Commission (PRC). The requested increases include First-Class Mail, Periodicals Mail, Standard Mail, Packaging and Special Services.

If approved, the rate changes would take effect on January 2, 2011. Requested increases range from 4 to 6 %. Proposed rates can be found on the Postal Explorer website at pe.usps.com

How to Prevent Damages during Shipping

...An ounce of prevention, may save you a pounding headache

By Len Froio

Nothing is more frustrating than to learn that your client received your shipment damaged. This “uncomfortable” situation is embarrassing and very time consuming. There is usually an inordinate amount of time taken before reconciliation occurs for both parties. Calls need to be initiated, paper work must be filed for a claim, another package must be shipped, and hopefully “in the end” your customer is satisfied.

How can you give your package a better chance of arriving to its final destination damaged free?

During my transportation career, I have worked for some of the most reputable carriers in the world. I have been through many training classes and have observed proper packing methods. If you follow these steps, I feel confident that the chance of your shipment arriving damage-free is in your favor.

The Five “Musts” for a Properly Packaged Shipment:

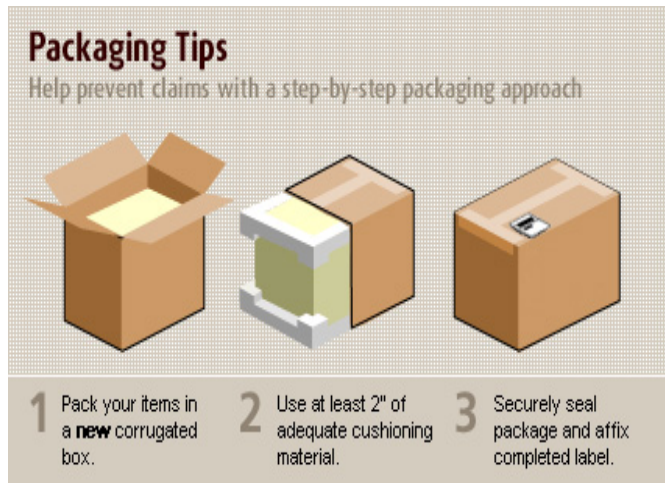
- ◆ Try to use new corrugated cartons with at least a 200 lb PSI or a 32 ECT (Edge Crush Test)
- ◆ Stay away from 3rd generation cartons. This is a high risk for damaged goods.
- ◆ Give your product at least 2 inches of packing material. (Bubble Wrap, Peanuts, Air cushions, etc)
- ◆ Use the “H Tape Method to seal the carton. Tape both

sides and the center of the carton to prevent leaks and potential burst. Packing tape is recommended.

- ◆ Include complete address information and telephone numbers on the label in case of any misroutes.

Follow these simple steps and your chances of having a joyously uneventful shipment increase dramatically.

“Happy Shipping”



Source for diagram: ups.com

Client Appreciation(s!)

Mafalda,

Thank you once again for all of your efforts today to get our freight shipped on time. I wish I could say that we will give you more advance notice at the end of next month, but I know our sales department too well.

But, with your assistance, we were able to get all of our orders out the door for month end, & quarter end.

Thanks again,

Mike Capolino

Universal Remote Control

UPCOMING EVENTS

Greater New York PCC

National PCC Day
Wednesday, September 15
8AM
Gotham Hall
1356 Broadway

Contact:

wai.y.chow@usps.gov

Northeast Area Periodicals

Focus Group

Thursday, October 7
James A Farley Building
380 W 33rd St,
New York, NY Rm 4500
9AM-1PM

To Register:

Email: mark.a.kielbasa@usps.gov

Fax: 860-285-1272

Phone: 860-285-7104

Back To School—It's Still Safety First

When parents talk about school safety these days, they're usually referring to the surge in violence at schools. But research shows that school-age children are actually nine times more likely to sustain an unintentional injury.

Accidents or intended harm can be prevented if parents are on the lookout for potential hazards. To help you keep your kids free from harm, here are some safety tips from SAFE KIDS:

- ◆ Plan a walking route to school or the bus stop. Choose the most direct way with intersections that have crossing guards. Walk the route with your child beforehand. Tell him or her to stay away from parks, vacant lots and other places where there aren't many people around.
- ◆ Teach your child never to talk to strangers or accept rides or gifts from strangers and be sure your child walks to and from school with a sibling, friend, or neighbor.
- ◆ Teach your kids – whether walking, biking, or riding the bus to school – to obey all traffic signals, signs and traffic officers.
- ◆ When driving kids, deliver and pick them up as close to the school as possible. Don't leave until they are in the schoolyard or building.
- ◆ If your child bikes to school, make sure he wears a helmet. Research indicates that a helmet can reduce the risk of head injury by up to 85%.
- ◆ Be sure that your child knows his or her home phone number and address, your work number, the number of another trusted adult and how to call 911 for emergencies.

Source: Readers Digest Online.

Tel: (718) 784-5586 Ext Fax: (646) 728-0291

Tony Racioppo, President & CEO 15 tonyr@sds gl.com
 Len Froio, VP of Sales 267 lfroio@sds gl.com
 Nick Racioppo, Account Manager 362 nickr@sds gl.com

2010/2011 Postal Holidays

*There will not be any mail pickups on the following holidays. Should you require **special** pickup on any of these days, please call Ray Mendoza at (718) 784-5586 x 3 and if possible, he will make the necessary arrangements.*

Holiday	Day	Date
Columbus Day*	Monday	October 11, 2010
Veteran's Day (Observed)*	Thursday	November 11, 2010
Thanksgiving Day	Thursday	November 25, 2010
Christmas Day	Friday	December 24, 2010
New Year's Day	Friday	December 31, 2011
Martin Luther King's Day	Monday	January 17, 2011
President's Day	Monday	February 21, 2011
Memorial Day	Monday	May 30, 2011
Independence Day	Monday	July 4, 2011
Labor Day	Monday	September 5, 2011

* SDS is open on these holidays

SDS Milestones

Happy Anniversary To:

Tony	Racioppo	35
John	Zahorodny	18
Albert	Amador	10
Ray	Mendoza	10
Ada	Torres	10
Bruce	Betts	9
John	Hanlon	7
Errol	Walker	5
Manny	Rodriguez	5
Luis	Melecio	5
Len	Froio	4
Marlon	Johnson	4
James	Brown	3
Ronald	Brunson	3
Esteban	Hernandez	3
Walter	Freeland	2
Jose	Lugo	1
Chris	Riches	1
Richard	Nelson	1
David	Day	1
Oscar	Garcia	1
Spencer	Mansfield	1
Cezary	Golinski	1
Jose	Delgado	1
Ellie	Gawronski	1
Damian	Joseph	1

Happy Birthday To:

Wayne	Campbell	9/5
Errol	Walker	9/13
James	Mitchell	9/16
Oscar	Garcia	9/25
John	Zahorodny	9/29
James	Brown	10/16
Rustin	Velez	10/17
John	Racioppo	10/24
Tony	Racioppo	10/28
Jim	D'Angelo	10/31
Damian	Joseph	11/4
Ray	Mendoza	11/8
Luis	Melecio	11/10
Luis	Martinez	11/10