



A Full Service Transportation Company

### SDS Announces Two Key Promotions

*Rodney Sparks and Marlon Johnson take on new responsibilities*

**Long Island City, NY-** SDS is proud to announce that effective January 1, 2011, **Rodney Sparks** has been named Senior Vice President of Tri-State Operations. Rodney has been a valuable member of the SDS family since March of 2000, when he started as a Dispatch Manager. Since that time, he has have played an increasingly important role within the company.

In 2005, Mr. Sparks was named Vice President of Tri-State Operations. After the retirement of former COO John Racioppo in September of 2010, Rodney has taken on several new responsibilities, including being given the task of restructuring fleet operations for all SDS offices throughout the United States.



Rodney Sparks

Mr. Sparks has been in the transportation industry since 1980 when he began his career as a foot messenger. He has held positions of increasing importance since and is a highly respected member of the courier community.



Marlon Johnson

On the same day, SDS also announced that **Marlon Johnson** has joined the SDS Senior Management team. Mr. Johnson was hired in November of 2006 when SDS restructured its Mail Department and he is now in charge of Mail Operations and Warehousing/Fulfillment, as well as having the responsibility of managing the Newark, NJ facility. Marlon has been in the Mail and Fulfillment segment of the industry since 2000.

### Newsflash...

- ⇒ **Ask about the SDS Referral Program...**
- ⇒ **Ask to get on SDS's Weather and Traffic Advisory List...**

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### 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

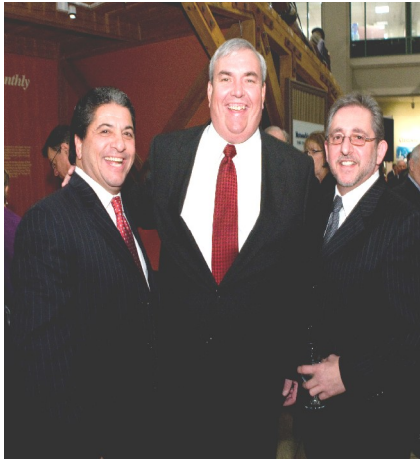
**Headquarters**  
New York, NY

**Warehouse**  
Newark, NJ

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

### Jack Potter Era Comes to an End at the USPS

*Patrick Donohue takes Over Top Spot*



*Tony Racioppo, SDS President, with Jack Potter and Ed Conrad at Jack Potter Retirement Party*

In January, **Tony Racioppo**, President of SDS was invited to attend a farewell celebration for outgoing PMG **Jack Potter**. Jack Potter was the 72nd Postmaster General of the United States. Mr. Potter had announced his retirement in October, 2010 and it became effective on January 1. **Patrick Donohue**, his top assistant took over as PMG.

Jack Potter is the son of a Manhattan postal carrier and was born in the Bronx and attended Fordham University. He began working for the Post Office in 1978 and worked his way to the top post after distinguishing himself as an automation expert.

Mr. Potter's reign was initially focused on automation advancements but eventually changed its focus to finance, as the post office began losing significant volume due to changes in communication deployment, particularly those made through the internet.

During the latter part of his tenure, the Post Office faced (and still faces) enormous financial challenges. Mr. Potter took several politically challenging stances including seeking to eliminate the 6 day delivery cycle and challenging the federal funding requirements for the Postal Pension Plan. He also sought a special rate increase which was rejected in 2010.

The incoming PMG, Patrick R. Donohue is a 35-year postal veteran. Prior to being named Postmaster General, Donohue served as the 19th deputy postmaster general, the second highest-ranking postal official, and chief operating officer. In his dual roles, Donohue had responsibility for the day-to-day activities of 599,000 career employees working in more than 33,000 facilities supported by a fleet of nearly 219,000 vehicles. Additionally, he was responsible for mail processing, transportation, field operations, engineering, delivery, retail, facilities and network operations. As chief operating officer, Donohue was instrumental in the Postal Service achieving record levels of service and customer satisfaction, significant workplace improvements and a cumulative increase of productivity of over 8 percent since 2001, including seven straight years of productivity gains. Mr. Donohue earned his undergraduate degree at the University of Pittsburgh and his MS at MIT.



*New Postmaster General, Patrick Donohue*

### SDS Delivers: One of a Kinds

*Unique Delivery from around the world*



*Special Pattern from China for Lord & Taylor*

SDS has delivered the Stanley Cup, Equipment to the Superbowl, the trophies for the US Tennis Open, Cakes for Presidential Inauguration celebrations, NFL game-day tapes, baked goods for the Rachel Ray show and a long litany of notable specialty items. Items that require unique care that simply cannot be trusted to run of the mill delivery companies.

Recently SDS has had the privilege to deliver wedding cakes to India and a unique pattern from China. These items are one of a kind and not replaceable. If you have a delivery that requires the unique attention of a global provider with a personal touch—reach out to SDS.



*Sylvia Weinstock Cake delivered to Mumbai*

**SDS Helps Local Group Achieve Record Goal**

*“W” Girls served underprivileged communities*

**NEW YORK** - The WGIRLS NYC partnered with Harlem Hospital this year to host their annual “Hope for the Holidays” event. They raised over \$20,000 through various fundraising efforts including private donations and hosting a Mad Men themed event with young professionals at RDV in NYC’s Meatpacking District. Additionally, the WGIRLS partnered with Thomson Reuters and Barclay’s to coordinate gift donations. Delivery services were generously donated by **SDS Global Logistics**.



*W Girls celebrate a record setting fundraising event*

*2010 was a record setting year for the New York City Hope for the Holidays. The WGIRLS purchased, wrapped, and distributed over 1,500 gifts for 500 children at Harlem Hospital. On December 18th the WGIRLS hosted a gift giving event at the hospital where children received their gifts, had their pictures taken with Santa Claus, and snacked on goodies generously donated from bakeries such as Financier, Magnolia, Tonnie’s Minis, and Trader Joes.*

**TSA Addresses Privacy Issues**

*Modifying the “Overly Thorough” Scanners*

**LAS VEGAS** — Federal aviation officials are giving airport scanners another try. This time, they are not looking as closely under traveler's clothes.

The TSA on Tuesday began testing a new, more modest body scanning system at three airports. They hope it will assuage critics' concerns that the nearly 500 full-body scanners at 78 airports reveal too much. “We believe it addresses the privacy issues that have been raised,” TSA chief John Pistole said at a news conference in Washington. The system does not involve new machines. Instead, it relies on new software.

The software discards the X-ray-style image that revealed the contours of the traveler's body — the one that left many uncomfortable at the thought of screeners being able to see them with the rough outlines of their undergarments. Now, there is just a generic image — like the chalk outline of a body at a crime scene.

This is how it works: A traveler passes through the scanner. Once they step out, they can see a computer monitor. It can display a large green “OK” and the traveler can move on.

If they have something in their pockets or hidden elsewhere on their body, the outline of a body appears on the screen, and a box marks the location of the object. If someone had a wallet in a front pocket, for example, the box would appear over the hips. The box would then trigger a human pat-down search.

**Client Appreciation**

*Mafalda,*

*I just want to thank you for your help and great communication with me during our most recent project. I truly appreciate your effort and attention to detail on getting this project complete.*

*You see I didn’t even need to use your cell phone number. Again big Thanks!!!!*

**Alfonso Espinal**  
Eze Castle Integration, Inc.

**UPCOMING EVENTS**

**Greater New York PCC**

Next Meeting  
Wednesday  
March 16, 2011

**Contact:**

[wai.y.chow@usps.gov](mailto:wai.y.chow@usps.gov)

**Periodicals Focus Group**

Meeting Thursday, April 14

James A Farley Building  
380 W 33<sup>rd</sup> St,  
New York, NY Rm 4500  
9AM-1PM

6 Quick Tips from Len for Selling on the Phone

Most salespeople do not like selling over the phone, in fact, they absolutely dread it! But in reality, selling over the phone is one of the most important methods in prospecting. I have some quick tips that will help you gain confidence, qualify prospects and eventually close the deal.

- Prepare your opening statement.** Don't sound scripted or phony. Practice your 'pitch' out loud and use a friendly tone.
- Do your "homework"** Research the company you are calling, contact the right decision maker, and use some of the research on the call. Prospects are impressed when you know about their company
- Get past the gatekeeper** – Usually decision makers have their calls screened. It is important when engaging the gatekeeper to be friendly on the phone! Asking their name and referring their name several times during the conversation helps.
- Avoid leaving messages on an answering machine** But if you have to, be brief—10 to 15 seconds. State your name, company and the reason for your call. Do not sell your company on an answering machine.
- You have 30 seconds of "fame"** It's the first 30 seconds that will keep a prospect on the phone. As noted above, state your name, company and the reason for the call. Be direct. Tell them that you have helped similar companies in their industry become successful with your service.
- Ask for the appointment** Don't over sell. Prospects do not like 'winded' pitches. As soon as there is interest, **set the appointment!**

Article Contributor Len Froio is VP of Sales at SDS Global Logistics

New Business and Sales Contacts

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2011/2012 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
Memorial Day	Monday	May 30, 2011
Independence Day	Monday	July 4, 2011
Labor Day	Monday	September 5, 2011
Columbus Day*	Monday	October 10, 2011
Veteran's Day (Observed)*	Friday	November 11, 2011
Thanksgiving Day	Thursday	November 24, 2011
Christmas Day (Observed)	Monday	December 26, 2011
New Year's Day (Observed)	Monday	January 2, 2012
Martin Luther King's Day	Tuesday	January 17, 2012
President's Day	Monday	February 20, 2012

\* SDS is open on these holidays

SDS Milestones

Happy Anniversary To:

Bill	Guido	17
Michael	Martin	15
Rodney	Sparks	11
Turhan	Dixon	11
Mafalda	DaCosta	10
Senia	Perez	7
Matthew	Wizeman	7
Luis	Martinez	6
Angelo	Hamlet	6
Raymond	Padilla	5
Roberto	Morales	4
Ricardo	Brandford	4
Bruce	Benvenuti	3
Rustin	Velez	2
Cezary	Golinski	2
Melvin	Salter	1

Happy Birthday To:

Gregory	Long	3/12
Michael	Corcoran	3/19
Richard	Nelson	4/5
Frank	Tiralongo	4/9
Walter	Freeland	4/19
William	Mansfield	4/26
Raymond	Padilla	5/1
Michael	Ledee	5/14
Eligia	Gawronski	5/15
Andre	Alisyam	5/15
Michael	Kiznick	5/20
Steven	Clement	5/29

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