



The SDS Journal

Newsflash...

GRAND OPENING
New Jersey "Local" Courier and Freight Service Operations
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Change is in the Air for SDS

Venerable Transportation Company gets New Name and New Look. Creates Industry Buzz.

Every 30 years or so, even the most trusted and respected brand identities could use a good makeover. Security Delivery Service, Inc., which has long been known to its' customers as SDS, and is widely considered a regional leader in transportation and logistics, is changing its name and corporate identity. The change comes at a time of steady growth for the company, and the changes look to more accurately encompass all of the firm's products, which have increased significantly over the past several years.

SDS began as a one-person operation, delivering letters and packages throughout downtown Manhattan in the early 1940's. After growing at a slow and steady pace for 35 years, the business underwent its first major change when it incorporated in 1974. Now, over 30 years later, the one time, one-person operation, is undergoing another major transformation, to announce to the world, what it has known for many years—that SDS is now a truly global provider of transportation and logistics services.

For many years, SDS worked closely with its customers to meet their growing transportation needs. As a result of listening, learning and acting upon these needs, the company underwent an evolution of services. The process forced the Long Island City, NY based company to expand its business from a local focus to a broader global reach in a wider variety of business segments. In response to this evolution, on January 1, 2006, SDS will become **SDS Global Logistics**. *The change, which includes a new logo, visual identity, and website, will be officially introduced in the next edition of the SDS Newsletter.*

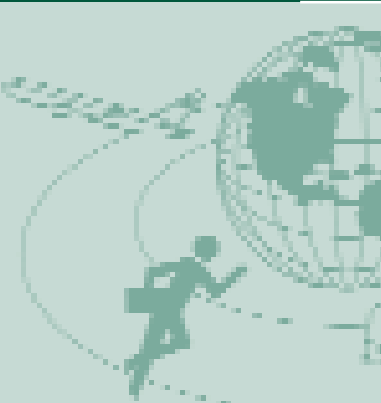
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SDS Services



- Rush Trucking & Messenger
- Tri-State Same Day Delivery
- Same Day Domestic Air
- Domestic & International Courier
- Domestic & International Air Freight
- Domestic & International Mail & Fulfillment
- Mail Distribution to/from Post Office
- Interstate Trucking
- Warehouse Logistics & Distribution
- Hand Delivery

SDS Info...



Corporate Headquarters
52-09 31st Place
Long Island City, NY 11101
Tel. (718) 784-5586 Fax (718) 472-3441

Warehouse Facility
263 Frelinghuysen Avenue
Newark, NJ 07114
Tel. (973) 621-6010 Fax (973) 621-7310

ALERT...



In the event of telephone service interruption at SDS' Corporate HQ, please call our Newark, NJ office at (973) 621-6010. Your business is important to us.



Industry News

Energy Bill Extends Daylight Savings Time**Changes Could Cause Airline Scheduling Snafus**

The Energy Bill of 2005, enacted in an effort to conserve energy, includes a provision to begin daylight-savings time three weeks earlier, on the second Sunday in March, and extended by one week, to the first Sunday in November. The airline industry is adamantly against the change to the daylight saving calendar. The International Air Transport Association ("IATA"), which represents 265 airlines that account for 94 percent of all international scheduled air traffic, said the change would severely affect scheduling. The process of airline scheduling includes time zone management, local airport restrictions and curfews, facility availability, government passenger and cargo processing, connecting flight timing and many other issues which enable a global industry to run on an effective schedule.

Prior to the Bill's enactment, the United States began Daylight Savings Time one week after most of the world, leaving one week per year that schedules were not synchronized. The worldwide airline industry adopted guidelines to adjust for the transition, which has been challenging but manageable. The extended time would increase the time differentials for nearly a month where scheduling issues can be difficult for airlines, travelers and shippers. This change can be expensive for airlines as it relates to the 80/20 slot rule at airports. This rule states that a plane must be in an airline's assigned slot for 80 percent of the time allotted to the airline. This time shift could leave slots open at crowded airports, and the slots could be taken away from airlines as a result of a use it or lose it policy. The new daylight-saving time extension would begin in March 2007.

Outsourced Warehouses Boom

Outsourced warehouse facilities are becoming increasingly important arteries for the global just-in-time economy. Cost efficiencies and the shifting of production offshore are driving a number of manufacturers; suppliers and retailers to outsource their warehouse and distribution needs to the \$89.4 billion third-party logistics service providers (3PLs) industry. Since 1996, revenue for the U.S. warehouse and logistics sector has grown nearly 70%, with over 80% of the country's largest companies using 3PLs. It's a balancing act to give customers deliveries that are on-time and of the quantities they expect, in an environment where lead times have shrunk, truck drivers are in high demand, congestion at transportation hubs is stifling and fuel prices are rising. As imports continue to increase, so is the expected growth in the 3PL industry. For information on how SDS can help you with your warehouse and distribution needs, please contact Christine Brooks, VP Sales & Marketing, at 718-784-5586 Ext. 266.

FTC Rule Requires Proper Disposal of Consumer Information**Not Just Tossed Out but Totally Destroyed**

Effective June 1, 2005, any business or individual that uses "consumer information" for a business purpose must comply with the Federal Trade Commission's ("FTC") new "Disposal Rule" to prevent unauthorized access or use of sensitive information derived from consumer reports. The purpose of the Rule is to protect consumers against fraud and identity theft. The Rule requires disposal practices that are "reasonable and appropriate to prevent unauthorized access to or use of the information in connection with its disposal." The Rule applies to information in paper, computer or any other format. Reasonable disposal measures must be taken so the end result is that personal information is unreadable or incapable of being reconstructed. If a third party is used, the Rule requires due diligence to make sure the information in question is handled properly and destroyed. But shredding alone is not going to stop identify thief. Information leakage in the workplace needs to be plugged. Conduct a risk assessment of access to sensitive information and develop procedures to ensure its safety. If you would like to learn more about SDS's Certified Disposal Division, contact Christine Brooks at 718-784-5586 Ext. 266.

Upcoming Calendar Events**NY Postal Customer Council**

National PCC Day, September 14
 Monthly Meetings, October 19, November 16
 Holiday Party, December 9
 Contact wai.y.chow@usps.gov.

IFMA

Monthly Meetings, September 14, October 14, November 15
 Special Events, Tour West Point Facility, October 1
 World Work Place Conference & Expo, October 22
 Holiday Party December 14
 Contact www.ifmagny.org.

New Jersey Association of Legal Administrators

12th Annual Vendor Night, October 25
 Contact 201-799-2121 or www.njala.net.

LICBDC

Annual Luncheon and Trade Show, November 16
 Contact www.licbdc.org.

New York Metro/NE Region Periodicals Focus Group

Fall Meeting, October 20, JAF Building, New York City
 Contact james.j.gorman@usps.gov.



Change is in the Air for SDS

(continued from page 1)

"We are very excited about the new name, which we believe better reflects who we are now and in the future," said Tony Racioppo, President and CEO. "Our clients have asked us to do more and more and we are now expected to provide services locally, regionally and globally." That, according to Racioppo, demanded a change of both business name and company identity for the sixty-year plus old firm. Mr. Racioppo, who believes that the company will be energized by the change, added, "We look forward to continuing to grow our business under the new brand and providing our clients with the outstanding customer service which they have been accustomed to."

Integrating Business Continuity in Your Supply Chain

Nearly 75% of U.S. companies experience some sort of business interruption - of that, 80% is the result of human error or power outage. Do you have a business interruption plan? It's no great secret that a company's strongest assets are its people. But what are a company's other critical assets: data, products, a particular service or capital? To plan for success, you need to have an effective business continuity plan that addresses all of those elements and others that are specific to keeping your company running while it's getting back on its feet after an interruption.

Business continuity planning or contingency planning is a process that defines exactly how and for how long a business plans to keep functioning after a disruptive event. Disruptive events range from computer hardware error to more catastrophic events such as a natural disaster or acts of terrorism. Planning for disruptions can minimize the effects of such events. As a comprehensive plan is in development, risk assessment of your supply chain needs to be coordinated. If an outside vendor provides a critical element to your business process, include them in your plan. Test the plan and look for operational improvements.

For example, SDS has partnered with a client for their mail contingency plans. On an annual basis, SDS conducts a practice exercise for the client's alternative mail pick up and delivery plan and monitors its effectiveness. Changes are implemented, such as the timely updating of the "Emergency Call Tree" list. No matter what, remember to include your critical services' vendors, conduct a practice and do not forget the importance of your mail and your couriers in your business interruption plans.

House Overwhelmingly Passes Postal Reform Bill

The U.S. House of Representatives passed H.R. 22, The Postal Accountability and Enhancement Act, on July 26, 2005 by a vote of 410-20. For the first time in over 35 years, the House passed a bill to update the postal laws. Introduced by Rep. John M. McHugh, R-NY, and Government Reform Chairman Tom Davis, R-VA, the bill creates a structure to help the USPS achieve business operating standards and to set postal rates and fees to ensure future solvency. It also returns the responsibility of the \$27 billion Civil Service Retirement System obligation to the Treasury Department. This is good news as the USPS had filed an across-the-board rate increase of 5.4 percent to meet the escrow requirement. The Senate will be voting on its companion piece of legislation, S.662, after Labor Day. The Bush Administration believes there is still compromise to be made on the reform and has indicated that the bill will be vetoed if it has an adverse impact on the Federal budget. SDS will continue to follow this legislative process and report back in future issues.

National PCC Day 2005 - September 14

Learn First Hand about Postal Reform

Don't miss the National Postal Customer Council Day on Wednesday, September 14.

Postmaster General Jack Potter will be speaking live from Wisconsin to all the PCC Chapters. The New York PCC Chapter will meet at the JA Farley Building, 380 West 33rd Street, Room 4500. For information on the NYPCC and the National PCC Day, please contact Wai Chow, NYPCC Coordinator at wai.y.chow@usps.gov.



May We Never Forget

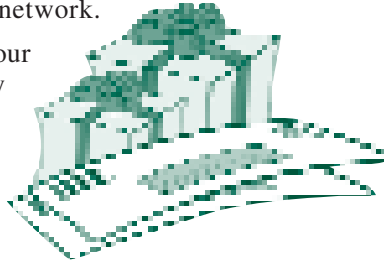
September 11, 2001

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TIPS from Us to You



- ✓ **Save this Networking Tip.** Networking is not selling. Networking is the ability to make connections in a personal way and build relationships of confidence and support to discover and create mutual benefits. Join a trade, professional or business group and learn to network.
- ✓ **Did you know that SDS can help you with your holiday mailings and shipments?** Plan early and let us help you with your messages of cheer. Also, if you are thinking about your year-end storage needs, call the SDS Sales Team for quotes.
- ✓ **Safety Tip — In Case of an Emergency** “ICE” is a plan allowing cell phone owners to list the person they want called first to be notified if there is an emergency so first responders (police, paramedics and firefighters) can easily find the information. Enter “ICE” followed by the number of the person you want called. If you want to list back-up contacts, add ICE1, ICE2, etc.



Have an Idea.

Comments and guest articles. If you have an idea for *The SDS Journal*, or if you are interested in writing a column, please contact Christine Brooks at cbrooks@sdsexpress.com.

New Business and Sales Contact

Sales Division	Tel (718) 784-5586	Ext.	Fax (646) 728-0291
Christine Brooks, VP Sales and Marketing		266	cbrooks@sdsexpress.com
Anthony Donofrio, Account Executive		267	adonofrio@sdsexpress.com
Michael Tisdall, Account Executive		370	mtisdall@sdsexpress.com

2005/06 U.S. Postal Holidays

There will not be any mail pick-ups on the following holidays. Should you require a “special” pick-up on any of these days, please call Ray Mendoza at (718) 784-5586 Ext. 3 and, if possible, he will make the necessary arrangements.

Labor Day 2005	Monday	Sept. 05
* Columbus Day 2005	Monday	Oct. 10
* Veterans’ Day 2005	Friday	Nov. 11
Thanksgiving Day 2005	Thursday	Nov. 24
Christmas Day 2005	Sunday	Dec. 25
New Year’s Day 2006	Sunday	Jan. 01
Martin Luther King’s Day 2006	Monday	Jan. 16
Presidents’ Day 2006	Monday	Feb. 20
Memorial Day 2006	Monday	May 29
Independence Day 2006	Tuesday	July 04
* SDS is open on these holidays		

Reminder: Sunday, October 30 Daylight Savings Time Ends
Turn your clocks back one hour



SDS Milestones



Some SDS staffers are celebrating anniversaries with us this Fall
Happy Anniversary to:

Tony Racioppo	30 Years
John “Z” Zahorodny	13 Years
Nelson Sanchez	8 Years
Dania Lora	6 Years
Albert Amador	5 Years
Tom Davis	5 Years
Enrique Figueroa	5 Years
David Lowe	5 Years
Ray Mendoza	5 Years
Ada Torres	5 Years
Bruce Betts	4 Years
Christine Brooks	4 Years
Jerry Sarro	3 Years
John Hanlon	2 Years
Wanda Martinez	2 Years
Maribel Egipciano	1 Year
Erike Pereira	1 Year

We’re also celebrating many birthdays
Happy Birthday to:

Joshua Johnson	09/05
Richard Dias “Dias”	09/11
James Mitchell	09/16
Dennis Mohammed	09/17
Reggie Knight	09/19
John “Z” Zahorodny	09/29
Curtis Lewis	10/08
Robert Archer	10/14
John McConey	10/23
John Racioppo	10/24
Tony Racioppo	10/28
Michael Sun	11/01
Wanda Martinez	11/02
Ray Mendoza	11/08
Nelson Sanchez	11/08
Luis Martinez	11/10
Ronald Samuels	11/14
Aroldo Blanco	11/20

