

2004
SUMMER



The SDS Journal

Newsflash...

Security Delivery Service, Inc. Celebrates 30th Anniversary

2004 marks another milestone for SDS...its 30th anniversary.

Thirty years is a long time in any industry and we are proud to reach this milestone through the confidence of our loyal clients, partnerships and dedicated employees. As the years have accumulated, our reputation for reliability and integrity has grown with them.

The firm was founded, as a local trucking company, in 1943 by the Racioppo brothers John J. and Anthony J. It remained a sole proprietorship until October 1974 when it was incorporated as Security Delivery Service with John's son, Tony, becoming President and Anthony's son, John R., appointed Secretary/Treasurer. At that time, there were two clients and one employee. Jump ahead thirty years and SDS has over 2,200 accounts worldwide with an array of logistics and transportation services using the latest industry technologies.



"There's nothing that inspires customer confidence more than dealing with an old, established firm they know they can count on."

—Tony Racioppo
President and CEO

SDS strives to satisfy customers' requirements with the flexibility and strength of being a single source distribution provider.

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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
37 Goble Street
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

NYPCC Expo a Great Success with the Presence of Keynote Speaker Postmaster General John E. Potter



Pictured left to right SDS's Tony Racioppo, PMG John E. Potter, Forbes Ed Conrad and Angel Sauri

On Monday, May 3, 2004, the New York Postal Customer Council held its Expo and Educational Forum, *Focusing...Embracing...Transforming the Future* at Con Ed's New York City headquarters. There were over 150 attendees who took advantage of the new products and services displayed by the twelve exhibitors and listened to the discussions on *Processing Benchmark for Corporate Staffing Configurations*, *10 Steps to Better Mail Acceptance*, *45 Minutes of Rapid Fire About Mail and Identity Thief and the USPS*.

The address from keynote speaker Postmaster General John E. Potter was the highlight of the day. PMG Potter spoke of the USPS's commitment to service excellence, the challenges of cost control and the legislative issues inside the beltway. He stressed the importance of the nationwide PCC organization and the value it brings to both the USPS and its clients. If you are interested in knowing more about the NYPCC, please call Sandy Calos at 212-330-3084 or go to www.mailingstuff.com/NYPCC. Join today.

Reopening of the Church Street Post Office

The Church Street Station Post Office, which was significantly damaged from the tragedy of September 11, is looking to reopen later this summer. The building is going through an extreme internal makeover resulting in a new and improved post office with high tech innovations. Expect to see self-service kiosks to help expedite your post office needs. We all look forward to the ribbon cutting at 99 Church Street later this summer.

Security Delivery Service, Inc. Celebrates 30th Anniversary

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"We achieved this milestone by putting our customers first with cost effective pricing, timeliness in service, excellent communications and resolution skills all executed by knowledgeable personnel," said John Racioppo, now Chief Operating Officer. For SDS, it is not only "on demand" same day courier work but the ability to offer a wide range of services. "Our success is the continuous process of improving our operations for the benefit of our clients. Once again, we want to thank our family, our clients, our friends and most of all, our staff for helping us reach this important anniversary," said Tony Racioppo. For the future, SDS looks to strengthen its operations, build new partnerships and use technical innovations to exceed the service our clients expect.

Republican Convention to Limit Access to the James A. Farley Building

The 38th Republican National Convention will be held for the first time ever in New York City at Madison Square Garden from August 30 through September 2. With the convention in The Garden, the media center will be located across the street in the James A. Farley Post Office with plans to construct a bridge over Eighth Avenue to link the two venues. After the convention, the Post Office will be converted into the new Penn Station. The convention will limit access to the Farley Building. Information on the limited access surrounding Madison Square Garden will be in the local news. For information on JAF, please contact Rachele Miley, USPS Manager Marketing, New York District, at 212-330-3070.

Upcoming Calendar Events

- Postal Customer Council**
June 16
James F. Farley Building, New York City
Contact Sandra Calos at Sandra.calos@usps.gov
- IFMA June 16, July 26 (Golf Outing)**,
August 18
Special Form & Function Expo, October 27
Contact www.ifmagny.org
- LICBDC June 23, East River Boat Cruise.**
Annual Luncheon & Networking Expo
November 10
Contact www.licbcd.org
- New York Metro/NE Region Periodicals Focus Group**
July 15, October 14
James F. Farley Building, New York City.
Contact Christie.Christensen@usps.gov
- National Postal Forum**
September 19-21
Washington, DC Contact www.npf.org



SDS News

Matthew Wizeman Named CFO

SDS announced the appointment of Matthew Wizeman to serve as its Chief Financial Officer. “Matt Wizeman brings extensive financial and operational experience and is an outstanding addition to SDS. We are growing significantly and to stay competitive, we are pleased to bring a strategic leader to a key management position,” said John Racioppo, COO.



His responsibilities will include: company wide finance, procurement, human resources, capital structure, mergers and acquisitions, and strategy and planning implementation. Most recently, Mr. Wizeman was Controller for Accelerated Title, Co. in Tampa, Florida. A Certified Public Accountant, Wizeman held positions of increasing financial responsibilities at Liddle & Robinson, LLP in New York as Controller and at AHS Holding as CFO and owner in Tampa. He holds his MBA from the University of Florida and a BBA in Accounting from Niagara University in New York. To contact Matt, please call 718-784-5586 x 5 or email Mwizeman@sdsexpress.com.

MCAA Elects Tony Racioppo President

At the recent MCAA annual convention in San Diego, CA, Tony Racioppo, SDS’s President and CEO, was re-elected to the Board. He was also elected to the Executive Board and named President. Formally, he held the position as First Vice President on the Executive Committee and Chaired the 2004 Annual Convention and Exposition. Said Tony, “I look forward to growing the MCAA’s membership and forging business relationships among the members.” For more information on the MCAA, please contact Tony by phone at (718) 784-5586 x 5, by email TonyR@sdsexpress.com or check their website at www.mcaa.com. Congratulations to Tony!

Reminder – JoAnn Falletta to Conduct at Carnegie Hall

We are pleased to announce that the Buffalo Philharmonic Orchestra will be returning to Carnegie Hall on Sunday June 6, 2004 at 2:00 pm under the direction of Music Director, JoAnn Falletta. Ms. Falletta is a cousin of Tony and John Racioppo, principals of SDS. For more information on Maestro Falletta or to get tickets, visit www.carnegiehall.org.

SDS Offers Enhanced Service to Russia

As a strategy to improve service for our clients, SDS joins a variety of industry associations to network, share expertise and learn from other leaders in that industry. One of those associations is the MCAA (Messenger Courier Association of America). Here SDS partners with many members as they act as our agents to increase our global level of service. These partnerships benefit our clients who have far reaching distribution needs.

One challenging delivery location, even for the large integrators, is Moscow, Russia. To overcome that challenge, SDS has partnered with an international MCAA member in order to give our clients the expected first class service level. We can provide a dependable, time definite courier service for documents from the United States to Russia.

Formerly, SDS



relied on the line hauls of well-known integrators to get deliver shipments to Moscow. Now we are able to offer our clients a true two-day cleared and delivered product to Moscow and three-days for other Russian cities. In addition to Moscow, SDS also provides non-stop service to Toronto, London, Paris, Madrid, Frankfurt, Milan, Vienna, Geneva, Tokyo and Hong Kong. Says John Zahorodny, Senior Vice President of Domestic and International Logistics at SDS, “We welcome the opportunity to offer our enhanced service to our clients who are in need of overnight delivery to these and other destinations. And we also thank our MCAA partners who enable us to do so.” For more information on domestic or international service, please contact the Sales Department at 212-391-3969.



WEDDING NEWS: Wishing Marc Racioppo, (Tony’ son) and his fiancée, Elissa Veve, all the best on their imminent summer wedding.



COLLEGE SCHOLARSHIP: Congratulations to Anthony Donofrio (son of Sales Executive, Anthony Donofrio) on receiving a scholastic and athletic scholarship (lacrosse) to New York Institute of Technology for the Fall, 2004.



TIPS from Us to You



- ✓ Start thinking about holiday distribution needs.
- ✓ Do you have special mailings?
- ✓ Save time and money with SDS's Warehouse Storage.

Start thinking about your holiday distribution needs now, in the summer, during down time. Clean those databases. You don't want to pay for undeliverable mail.

Do you have special domestic or international mailings?

Do you mail catalogs, brochures, calendars, books or magazines or any other printed matter? Are you finding you are getting an overabundance of return mail for incorrect addresses? SDS has a mail division that can help you. We have the technologies and staff to advise on cost efficiencies. For example with

your international mail, SDS, as a consolidator, processes your mail onsite. It is then transported to JFK Airport and put directly on a flight to the destination country. Depending upon the delivery urgency, your mail immediately enters into the postal streams of most countries. Service levels range from 2 – 5 days for Direct, 3 -7 days for Priority and 5-14 days for Economy. For consultative service, please contact David Lowe, Vice President, at 718-784-5586 Ext. 4.

Save time and money with SDS's Warehouse Storage, Distribution and Fulfillment Service. Conveniently located in Newark, NJ minutes from all major airports and New York City. No contracts to sign, no account closing fees, no rush retrieval charges, no permanent withdrawal fees, no minimum storage fees. Yes, there is personalized service, web access and management for the clients' benefit. For more information, please call the Sales Department.

New Business and Sales Contact

Sales Office	Tel. (212) 391-3969	Fax (646) 728-0291
Christine Brooks	VP Sales & Marketing	CBrooks@sdsexpress.com
Anthony Donofrio	Account Executive	ADonofrio@sdsexpress.com

2004/05 US 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.

Independence Day 2004	Monday	July 05
Labor Day 2004	Monday	Sept. 06
*Columbus Day 2004	Monday	Oct. 11
*Veterans Day 2004	Thursday	Nov. 11
Thanksgiving Day 2004	Thursday	Nov. 25
Christmas Day 2004	Saturday	Dec. 25
New Year's Day 2005	Saturday	Jan. 01
Martin Luther King Day 2005	Monday	Jan. 17
President's Day 2005	Monday	Feb. 14
Memorial Day 2005	Monday	May 30

** SDS is opened on these holidays*

Happy 4th of July!

SDS Milestones



Some SDS staffers are celebrating anniversaries with us this Summer.

Happy Anniversary to:

- Mike Mayers 21 Years
- Michael Kiznick 6 Years
- Reggie Knight 6 Years
- Benny Reyes 6 Years
- Donald Brijmdhan 3 Years
- Steven Clement 3 Years
- Curtis Lewis 3 Years
- Nereida Rosado 3 Years
- Michael Sun 2 Years
- Ray Ayala 1 Year
- William Arthur 1 Year
- Washington Carrion 1 Year
- Charles Drayton 1 Year
- Albert Girdner 1 Year
- David Gregory 1 Year
- Jamel Howell 1 Year
- Stanley Long 1 Year
- James Mitchell 1 Year

We're also celebrating many birthdays.

Happy Birthday to:

- Tony Gaeta 06/07
- Christine Brooks 06/09
- Daryl Weill 06/10
- Albert Girdner 06/15
- David Lowe 06/19
- Jermaine Fulton 06/20
- Senia Perez 06/25
- Tom Davis 07/15
- Nick Racioppo 07/22
- Jerry Sarro 07/23
- Sandra Rosario 07/24
- Bob Sheehan 07/26
- Charles Capers 08/02
- Anthony Donofrio 08/03
- Matthew Wizeman 08/06
- Albert Amador 08/08
- Willie Cochran 08/10
- Kenny Auyeung 08/12
- Barbara Arrington 08/13
- Carmen Castro 08/14
- Evelyn Camilo 08/22
- Mike Torruella 08/30
- Andre Chase 08/31
- Harold Hampton 08/31

