

➔ **Newsflash...**

A Messenger for the Ages

Michael Mayers marks his 25th Anniversary with SDS



Mike Mayers (center) with COO John Racioppo (left) and Local Department VP Rodney Sparks.

Do you remember 1983? Do you remember where you were working? Were you even born yet?

In 1983, names like Ronald Reagan, Lech Walesa, Karen Carpenter and Michael Jackson led the headlines. The details are probably hazy for some and for others, life may not have even begun. But it was in 1983 when a young immigrant by the name of **Michael Mayers** came to the US and began his career as a foot messenger for SDS. He has been loyally serving SDS customers ever since. In an industry with

notably high turnover, SDS has long been proud of its track record of attracting and maintaining quality personnel—but 25 years as a foot messenger in the grueling New York market place could quite possibly be a record. For Mr. Mayers, it is a record to be proud of. A career as a foot messenger is not for everyone and there are few in the industry that can be considered true professionals, but Mr. Mayers is certainly among the best in the trade. Over the years, the career footman has had the opportunity to move into other areas of the business but was committed to what he liked doing the most, which was working directly with SDS customers. SDS is proud of Michael Mayers, and if you should happen to see him on a delivery over the next few weeks, take a moment to congratulate him on a true accomplishment.

- ⇒ **SDS Expands Ocean Lanes**
- ⇒ **Discounts on Warehouse Space Available This Month**
- ⇒ **No Withdrawal Fees on Warehouse Space!**

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SDS Info . . .

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SDS Services

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

ALERT
In the event of telephone service interruption at SDS Corporate HQ, please call our Newark Facility.

SDS Execs Visit China

Second trip offers even more opportunity

Hong Kong—In a follow up to last year’s road show through China, SDS sent a team of executives to Hong Kong in an effort to expand the company’s global reach. Once again, SDS had been invited to China to meet with delegates from hundreds of key importers and exporters from around the world, and once again there was optimism about the prospects for opportunities in this country of almost 1.5 billion people.

A growing economy and a national focus on building trade have made China a target of growth for many US companies, but building business in China has challenges. In addition to geographical, linguistic and cultural divides, knowledge of trade and building strategic partnerships are essential to creating a qualified trade partnerships.

SDS’s experience and international trading status helped secure the meeting with the delegates, and the SDS executives hope that the meetings will open more doors to business between the company and numerous Chinese partners. “Doing business in China is different than dealing with most other countries. There are regulations that most traders are unfamiliar with and without building strong relationships, business is nearly impossible,” says **John Zahorodny**, Executive VP at SDS. He should know. He is experienced in dealing with shippers and agents from around the world on a daily basis. He adds, that “the difference in China is that you don’t build relationships by phone, they need to be cultivated in person”—thus inspiring the trip overseas. Although there are no guarantees, SDS believes that its experience, international credibility and its initiative to provide its diverse menu of services will lead to favorable results for its entire customer base. **Len Froio**, VP of Sales for SDS, making his first overseas visit was amazed by the opportunity. He noted that “there is so much business going on and such an opportunity to help our existing clients.” SDS has long term plans to expand its entire international outreach.



SDS Executives meet with China Post in Hong Kong.

DHL Struggles to Find New Identity

Plantation, FL—As DHL and UPS scramble to work out the logistics of their logistics deal, outside forces are putting on the pressure. In addition to the typical market force pressures of such a deal, there are thousands of directly and indirectly affected parties that want a say in the deal. The complexities run deeper than a Hitchcock plot.



A New Era Begins at DHL

Some experts believe that the 10 year operation management agreement with UPS is an admission that the DHL growth model outpaced its operational capability, and that the drastic measure is long over due.

But the deal does not come without its detractors, particularly the labor rights groups which foresee the loss of thousands of jobs. ABX Air (formerly from Airborne), which owns the fleet that processes much of the US initiated deliveries sees the merge as a virtual death sentence. Only time will tell how these issues will sort themselves out.

DHL (for the curious, it was named after the original founders: Dalsey, Hillblom and Lynn,) was founded in 1969 as a route courier, shipping packages from San Francisco to Hawaii. From then until 1999, DHL was sort of an American business success story, growing mostly “organically” through the creation of new routes and through smaller strategic investments. But in 1999, Deutsche Post World Net (DPWN) began making an investment in DHL in order to expand its world presence at a time not long after it had purchased Danzas, a German provider of similar services. By 2001, DPWN had completed the purchase of DHL and in 2003, DHL purchased Airborne Express, another large US provider of logistics services. It was soon after this point that industry analysts and experts began to speculate that DHL was having trouble keeping up with itself. In addition to the exponential growth (DHL made numerous other large investments in Germany, England and India as well) the company had to deal with other diversions that naturally find such large companies, including legal attacks from animal rights groups and environmentalists.

Steve Soricillo Joins SDS



Steve Soricillo working with Maribel Egipciano on Ocean Operations

Long Island City— When Len Froio, VP of Sales was given the task of finding an experienced sales person with experience in international trade that understood the ocean business operations and its demanding customer base, he felt it was a tall order. But in the course of his research he came across someone who not only met, but exceeded all the criteria laid out in the strategic planning of management.

Meet **Steve Soricillo**. Steve is an industry veteran who has been qualified as an NVOVV QI for the FMC and who has worked in international trade for over 20 years. Mr. Soricillo has extensive knowledge in both ocean operations and customer service. He will serving as a senior account executive for SDS.

National PCC Taps Racioppo as Leader



PMG Jack Potter meets with Tony Racioppo

Washington, DC— August 2008. **Tony Racioppo**, President and CEO of SDS Global Logistics, was named the National Industry Co-Chair for the USPS Postal Customer Council Advisory Committee. Mr. Racioppo is now the highest ranking industry professional on the council. Prior to this latest appointment, Mr. Racioppo was one of only four industry individuals that sat on the National PCCAC board.

The Postal Customer Council™ (PCC®) was established in 1961 to improve communications between U.S. Postal Service® customers and managers. The organization has grown increasingly more important since the 1970s, when business mailing issues became its primary focus. For more information, go to www.usps.com/nationalpcc.

Client Appreciation

SDS is fortunate to have a client community that understands that moving goods is an essential part of business and that a solid partnership between shipper and the transportation team is critical. SDS wants to thank Nicole Ripoli of Siemens Water Technology for recognizing the efforts of a few of the SDS team who help make her job easier.

*I would like to take this opportunity to thank you for all the great work you have done for us. We all appreciate the great service SDS provides us. **Mafalda DaCosta**, and **Marifred Hidalgo**, are always a pleasure to work with, we can count on them for great service time, and time again. Your staff is knowledgeable, helpful and always respond quickly and accurately to every inquiry. Keep up the good work!*

Nicole Ripoli
Functional Support
Siemens Water Technologies

UPCOMING EVENTS

Greater New York PCC
National PCC Day
September 17th
Contact:
wai.y.chow@usps.gov

Periodicals Focus Group
Meeting Thurs Oct 2
James A Farley Building
380 W 33rd St,
New York, NY Rm 4500
9Am-1PM

You Must Register to Attend this Event!
www.uspstracker.com/focus
email mark.a.kielbasa@usps.gov

Holiday Tips

Want to add a little spice to your Thanksgiving Day table. Try this little variation of a favorite holiday side dish.

Garlic Butter Green Beans

INGREDIENTS

- ⇒ 1 pound fresh green beans
- 1 garlic clove, minced
- 1 tablespoon butter
- ⇒ 2 teaspoons lemon juice
- 1/2 teaspoon sugar
- 1/8 teaspoon pepper

DIRECTIONS

- ⇒ Place beans in a steamer basket; place in a large saucepan over 1 in. of water. Bring to a boil; cover and steam for 7-9 minutes or until crisp-tender. Meanwhile, in a small nonstick saucepan, cook garlic in butter until tender. Remove from the heat; stir in the lemon juice, sugar and pepper.
- ⇒ Transfer the beans to a serving bowl; add garlic butter and stir to coat.



Happy Thanksgiving
SDS Will Be Closed on Thursday, November 27

New Business and Sales Contacts

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2008/2009 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 13, 2008
Veteran's Day (Observed)	Tuesday	November 11, 2008
Thanksgiving Day	Thursday	November 27, 2008
Christmas Day	Thursday	December 25, 2008
New Year's Day	Thursday	January 1, 2009
Martin Luther King's Day	Monday	January 19, 2009
President's Day	Monday	February 16, 2009
Memorial Day	Monday	May 25, 2009
Independence Day	Friday	July 3, 2009
Labor Day	Monday	September 7, 2009

* SDS is open on these holidays

SDS Milestones

Happy Anniversary To:

Albert Amador	8	Years
Luis Aviles	1	Year
James Brown	1	Year
Ronald Brunson	1	Year
Maribel Egipciano	4	Years
Michael Francis	1	Year
Leonard Froio	2	Years
Marifred Hidalgo	1	Year
James Marinelli	1	Year
Tony Racioppo	33	Years
Edwin Ramirez	1	Year
John Zahorodny	16	Years
Bruce Betts	7	Years
Lewis Burgess	3	Years
Esteban Hernandez	1	Year
Tremayne McClain	1	Year
Jessica Otero	2	Years
Manuel Rodriguez	3	Years
Errol Walker	3	Years
John Hanlon	5	Years
Marlon Johnson	2	Years
Luis Melecio	3	Years
Ray Mendoza	8	Years
Ada Torres	8	Years
Kareem Broadus	3	Years
Willie Cochran	7	Years

Happy Birthday To:

Steven Soricillo	9/1
Jeremy Albright	9/4
Wayne Campbell	9/5
Errol Walker	9/13
James Mitchell	9/16
Reginald Knight	9/19
John Zahorodny	9/29
Ernest Saunders	10/6
Michael Francis	10/12
James Brown	10/16
John Racioppo	10/24
Tony Racioppo	10/28
James D'Angelo	10/31
Rudolph Davidson	11/1
Ray Mendoza	11/8
Luis Martinez	11/10
Luis Melecio	11/10
Lewis Burgess	11/24