

Newsflash...



For the winter season, SDS is offering 5% OFF the cost of your international mail. Must have 25 lb or more to qualify for the discount. Call Marlon Johnson at 718-784-5586 x 341 for more details.

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In the true spirit of this Holiday Season, there is no time more fitting to express our heartfelt thanks for the success SDS has experienced this past year. We realize this was made possible by the support of clients, friends, and associates like you. May your Holidays be filled with Joy and Peace and may the New Year be one of Health, Happiness and Prosperity.

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.

USPS Honors SDS's President and CEO with Prestigious Award

During the annual Postal Customer Council Day broadcast from Cincinnati, Ohio, on September 27, a record 14,000 customers and postal officials gathered at more than 150 sites to hear Postmaster General Jack Potter discuss the future of the Postal Service and to announce award winners for the most influential and active councils and individuals. Potter discussed the importance of these valuable participants and talked about how their participation is critical to the future of the USPS.



Bill Galligan, USPS SVP Operations and Tony Racioppo, SDS President and CEO

Addressing the future of the USPS, the Postmaster focused on leveraging cutting-edge technology through new machinery and the international bar coding system. The Postmaster General also spoke of the new competitive environment created by the new postal law. He said the law, which will keep rates at or below inflation, is going to make the Postal Service more cognizant than ever of the bottom line. He stated that, "It will make us more effective, hold our feet to the fire and make us deliver..."

Perhaps most importantly, the Postmaster discussed the councils, postal workers and the industry leaders that were so instrumental for much of the positive change over the past year. In an environment with so many contributors, it is not easy to stand out, but there were a few that were distinguished enough to be named as stand-outs by the Postmaster himself. Leading the list of those honorees was SDS Global Logistics President and CEO and current Industry Co-Chair of the Greater New York PCC, Tony Racioppo, who was announced as the PCC Industry Member of the Year. Other winners included:

- PCC Postal Service Member of the Year (tie): Laurie Timmons, Northeast Area marketing manager and Robin Ware, Postmaster of Columbus, OH.
- PCC District Manager of the Year: Ken

SDS Expands into Marine Transportation

For many years, SDS has been serving clients transportation needs by truck, van, air and even foot, but until recently only in a limited scope by ship. However the rapid growth in worldwide transportation and strong demand for bulk shipments has SDS growing along side with it and as a result SDS is continuing its expansion into Ocean Freight.

In order to make a serious move into the competitive and often complex world of ocean freight, SDS has brought on an expert in the field with many years of ocean freight experience. In early November, **Elvia Bacares** joined SDS as Vice President of Ocean Transportation and has been charged with the responsibility of building this division. Ms. Bacares has the credentials to meet all of the stringent experience requirements set up by the Federal Maritime Commission and she will be responsible for obtaining the company's Ocean Freight Forwarders and NVOCC licenses, which



Elvia Bacares, Vice President of Ocean Transportation

she expects to have in place by early 2008. SDS currently serves as a broker of ocean freight services but will soon be able to conduct business direct with steamship operators, making SDS ocean services more readily available to a variety of importers and exporters.

McArthur, Salt Lake City, UT.

- PCC of the Year (two categories): Greater St. Louis (large), South Central Minnesota (small).
- Communications Program Excellence: Greater New York (Gold), Fort Worth (Silver), Greater Dallas (Bronze).
- Education Program Excellence: Buffalo/Niagara (Gold), Fort Worth (Gold), Greater New York (Silver), Greater Dallas (Bronze).

Transportation Industry Undergoes Modal Shift

For companies involved in international trade like manufacturing and materials sourcing, a top priority that continues to be imperative is controlling costs. One of key segments being monitored more closely is logistics management because it can account for as much as 50% of a products total landed costs depending on the industry.

Therefore, due to increased scrutiny, many companies are reengineering how they get their orders from the proverbial point A to point B. Most notable, is a trend that shipments that have been traditionally transported by air are now being ship via ocean. In fact according to IATA, "from 2000 to 2005, ocean containerized shipments grew at 9.5 percent, which is twice the rate of air cargo. It is also predicted that annually through 2010, ocean shipments will continue the trend of outpacing air shipments with a growth of 7.2 percent per year in comparison to air cargo's 5.3 percent". In essence, supply chain logistics has become much leaner which have led to significant lower transportation cost.

Although fuel costs have been accredited as the most critical factor for this mode shift, other factors like new enhanced ocean offerings have also greatly impacted air cargo. Last minute shipments that were traditionally shipped via air are now being shipped via ocean. New enhanced ocean offerings like time-definite services are siphoning off expedited air shipments where certainty of delivery is continuing to outweigh speed. In addition, new ocean cargo ships entering the market are much faster and have lower operational costs. Ocean container freight rates were 20 percent below 2000 levels, while air freight rates were only 8 percent lower according to analyst.

As new cargo vessels this market, capacity will increase, thus leading to more price competition in an already fragmented market. Marine transportation has come a long way. In the past, it was perceived as slow and not dependable compared to its airborne rival, recent technologies and innovations, coupled with fuel uncertainties have lifted the shipping sector to new highs. Logistics is a key expenditure for many businesses, and as companies look at ways to become leaner, ocean cargo will continue to make strides in the transportation industry.

Client Appreciation

SDS is Recognized for Outstanding Service and Significant Contribution

Many, many thanks for saving us again! Chris and I went to pick up supplies for the kids for back to school and we weren't able to get everything into her "boat" and my van. We received so much stuff, we were overwhelmed, but couldn't turn it down.

She probably told you that she and I went to Harlem at 3:00 in the afternoon to help pack some things and collect our backpacks filled with goodies. At 9 PM, we were still there and exhausted from bending, dragging and moving 300 backpacks for us and hundreds for other groups.

You guys were a life saver, and I do apologize to your men for the disorganization of those folks at the pick up site. I know they were kept waiting a long time.

Feel good about what you did. You've helped 300 kids get new backpacks and a great assortment of school supplies.

Linda Henley, The Child Center of NY

(Formerly Queens Child Guidance Center)

UPCOMING EVENTS

Greater New York PCC
Business Reply Session:
Dec. 14th—RSVP Dec. 10th
Monthly Meetings:
Jan. 16th, Feb. 20th
JAF Building, NYC
Contact:
wai.y.wan-chow@usps.gov

NY Metro/NE Region
Periodicals Focus Group
Winter Meeting
Jan. 28th
JAF Building, NYC
Contact:
mark.a.kielbasa@usps.gov

National Postal Forum
May 18th—21, 2008
Anaheim, CA
Contact:
info@npf.org

TIPS from Us to You



Shipping electronic items for the holidays? Whenever possible, ship these items in their original factory packaging. If electronic parts are exposed, antistatic packaging material must be used. Do not use Styrofoam peanuts, kraft paper, newspapers or blankets because these materials will not protect sensitive electronic components from static charges while in transit.

Do you have multiple suppliers in one country? If this is true, consolidate their shipments into one container. Also, if you always have less than container loads (LCL) shipments out of one country, try to find another LCL importer of goods from that country. Partnering and consolidating will lead to a more cost effective full container shipment (FCL).

Sometimes being covered under your transportation carrier's insurance can be a unnecessary cost. Carrier's insurance is often used when a company has a shipment of premium goods. Carrier's insurance can be very expensive. When the company is self insured, which most companies are, they should check their insurance policy to see if it covers the shipment of goods. Companies often do not need to add the extra cost of carrier's insurance if their policy covers the shipment.

HOLIDAY HOURS		
December 24, 2007	Christmas Eve	Closing 4:00 PM
December 25, 2007	Christmas Day	Closed All Day
December 31, 2007	New Year's Eve	Closing 7:00 PM
January 01, 2008	New Years Day	Closed All Day

2007/2008 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
Christmas Day	Tuesday	December 25, 2007
New Year's Day	Tuesday	January 1, 2008
Martin Luther King's Day	Monday	January 21, 2008
President's Day	Monday	February 18, 2008
Memorial Day	Monday	May 26, 2008
Independence Day	Friday	July 4, 2008
Labor Day	Monday	September 1, 2008
Columbus Day*	Monday	October 13, 2008
Veteran's Day (Observed)*	Tuesday	November 11, 2008
Thanksgiving Day	Thursday	November 27, 2008

* SDS is open on these holidays

SDS Milestones

Happy Anniversary To:

John Racioppo	31 Years
Kenny Auyeung	11 Years
Andre Alisyam	8 Years
Barbara Arrington	7 Years
Willie Cochran	6 Years
Tony Gaeta	6 Years
Angelo Rivera	6 Years
Donald Gilliam	5 Years
Andre Dessuit	4 Years
Kareem Broadus	3 Years
Jeremy Albright	1 Year
Rashid Fairley	1 Year
Rudolph Davidson	1 Year

Happy Birthday To:

Eddie Mayers	12/01
Rodney Sparks	12/05
Bill Guido	12/07
Larissa O'Donnell	12/10
Paul Sparks	12/11
Luis Aviles	12/12
TC Dixon	12/15
Donald Gilliam	12/28
Michael Johnson	12/30
Michael Martin	01/08
Ada Torres	01/11
Marlon Johnson	01/12
Andrew Dessuit	01/14
Sydney David	01/16
Angelo Rivera	01/18
Robert Santos	01/19
Alvin Johnson	01/27
Manual Serrano	01/31
James Marinelli	02/06
Bruce Betts	02/07
Mafalda DaCosta	02/07
Nathaniel Mingo	02/08
Robert Ruiz	02/09
Joseph Harris	02/15
Ronald Brunson	02/20
John Hanlon	02/21
Manuel Rodriguez	02/26
Michael Shaw	02/26
Rajendra Brijmohan	02/28