

THE



JOURNAL

Company Expansion Continues

SDS Purchases Warehouse Facility

Joins Newark, NJ Business Community

To meet the growing needs of our clients, **SDS** has purchased a 47,000 square foot warehouse in the Ironbound section of Newark, NJ. The fully alarmed and racked building will enable **SDS** to expand its warehousing and distribution services.

The warehouse is located one mile from Newark Airport and the New Jersey Turnpike, offering an excellent location for distribution and logistics. Additionally, **SDS** plans to develop this site as a New Jersey branch of the company. "The goal is to have the new offices completed by the third quarter of this year", said John Racioppo, **SDS** COO. Tony Racioppo, **SDS** President, is anxious to become part of the Newark business community, and is looking forward to participating in the revitalization going on in Newark.

Rodney Sparks Promoted!

We are pleased to announce that Rodney Sparks has been promoted to *Operations Manager* for the Tri-State area. Rodney brings over 20 years experience in the courier industry and has a corporate management background. "With his experience and professionalism, Rodney will be very successful in handling his new duties," said John Racioppo, **SDS** COO.

Rodney will be succeeding Richie Calabrese, who left **SDS** to explore new opportunities. "Richie will be missed and we wish him good luck in his new endeavors," said Tony Racioppo, **SDS** President.

Expanded Mail Services

SDS now offers three levels of service for all your printed matter being mailed internationally.

- **SDS Economy** 5-14 day service
- **SDS Priority** 3-7 day service
- **SDS Direct** 2-5 day service
(Direct injection from the US to over 200 countries)

Call the **SDS** Mail Department for rates and more information!



SDS is a full-service transportation company providing fast, reliable, economical service in the following areas:

- Rush Trucking & Messenger
- Tri-State Same Day Delivery
- Same Day Domestic Air
- International Courier
- International & Domestic Air Freight
- Interstate Trucking
- International Remail
- Hand Delivery
- Warehousing

SDS Milestones...

Some SDS staffers are celebrating anniversaries with us this summer.

Michael Mayers.....	18 years
Divina Trevisano.....	11 years
Thaddeus Marshall.....	4 years
Michael Kiznick.....	3 years
Benjamin Reyes.....	3 years
Reginald Knight.....	3 years
David Amador.....	2 years
Tracey West.....	2 years
Harold Hampton.....	1 year
Raymond Torres.....	1 year
John Bookin, Jr.....	1 year

Happy Birthday to...

Benjamin Reyes.....	6/1
Robin Rogers.....	6/6
Anthony Gaeta.....	6/7
Daryl Weill.....	6/10
Albert Torres.....	6/13
David Lowe.....	6/19
William X. Soto.....	6/20
David Betancourt.....	6/25
Thomas Davis.....	7/15
Cristina Rosario.....	7/24
Robert Sheehan.....	7/26
Anthony Donofrio.....	8/3
Thaddeus Marshall.....	8/6
Albert Amador.....	8/8
Cedric Fuller.....	8/10
Roland Dudley.....	8/11
Kenny Auyeung.....	8/12
Barbara Arrington.....	8/13
Robert Green.....	8/26
Harold Hampton.....	8/31

TIPS FROM US TO YOU

Speaking in public can be intimidating. Even the most experienced of speakers gets nervous. To make sure your audience gets the most out of your presentation, choose one main point you would like to communicate. Speeches that don't have a key message leave their listeners at a loss. Decide what you want people to remember and be sure to share your main point at the beginning, middle and end of your speech.

Do your employees know what they are supposed to do? Managers sometimes think if they hire smart people, the employees will be able to figure out what to do. All employees need some guidance. Clearly communicate job expectations to the smart people you hire.

Selling more products and services to your existing customer base is known as *Relationship Marketing*. *Relationship Marketing* increases your return-on-sales investment. By building on an existing foundation, you don't need to repeat preliminary steps like prospecting, rapport building and information gathering. *When you generate repeat sales, the cost is less expensive than obtaining new sales!*

Did you know?

➤ *John Racioppo, SDS COO will participate in the LADSnet Advisory Board. The Board will formulate programs, review system upgrades and make resources available to main users of the system to facilitate efficiency and productivity.*



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