



# The SDS Journal

## Newsflash...

**U.P.S. Teamsters Agree to Plan for an August 1 strike if no new contract is reached. Need a contingency plan, call SDS.**

## Meet SDS Express Team When a Package Needs to Get There.

John Zahorodny (a.k.a. John Z), Vice President of Domestic and International Logistics, and his staff have many years experience in the air cargo world and customer satisfaction. SDS Express brings it all together for our clients—from the people, the process, the global network group, the service to the proven experience. When freight needs to get there, the SDS air courier team moves into action.



ture to deliver the service levels our customers have come to expect. In this case, there was bad weather in Atlanta. With the help of our strategic alliances, SDS was able to get the shipment on priority level and to its destination on time” says John Z. As a result of this level of service, we have further strengthened our relationship with the customer. They know they can depend on SDS for future jobs.

In March, a postal pick-up customer of SDS called inquiring if we could help with his trade show shipment to Dallas, Texas. His last nationally-known vendor did not fulfill the requirements or expectations. SDS Express went into action and came up with a cost effective plan that would meet all the deadlines. “It’s not just the SDS team but the SDS network group that provides a solid infrastruc-

This is your SDS Express team (from left to right) Dania Lora, James Wheatley, Tony Gaeta, John Z, Bob Sheehan, Dave Amador, Cristina Rosario, Bob Killian and unavailable, Albert Amador. In these days of heightened security awareness, let SDS’s courier team help you navigate through the necessary TSA requirements. Whether it’s a simple or complex delivery, reach out to SDS at (718) 784-5586 Ext. 2.

## 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
- Warehousing & Ocean Freight Services
- Hand Delivery

## SDS Info...

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

## Postal Service Rates Increase Overall 7.7% on June 30

Beginning June 30, the cost of mailing a first-class letter will rise three cents to 37 cents while a postcard stamp will increase two cents to 23 cents. A variety of increases are being implemented to help the Postal Service cope with declining business caused by the recession and the terrorist and anthrax attacks. Even as the economy has begun to pick up, mail volume remains down. As compared to fiscal 2001's second quarter, mail volume fell by 1.6 billion pieces, or 3.4%. Along with the increases for first-class mail and postcards, there will be an increase for priority mail from \$3.50 to \$3.85 and express mail from \$12.45 to \$13.65. As a forerunner to these rate increases, the international mail rates went up in January. The next rate increases are anticipated to occur in late summer of 2003. For more information on the rate increases go to <http://www.usps.gov/>.

If you have volume mailing for domestic or international destinations, call SDS' Mail Distribution Department (David Lowe) for cost saving and distribution ideas – (718) 784-5586 Ext. 3.



## SDS Now Accepts American Express for Payment

Customers have requested for SDS to accept American Express to facilitate payment. We are

pleased to announce that starting May 20, payment for SDS services can be made with VISA, MasterCard and American Express. For more information, please contact Bill Guido, Controller at (718) 784-5586 Ext. 14.

## Positive Signs in Air-Cargo Volume

The Air Transport Association stated that air-cargo volume fell in March by its smallest percentage since May 2001, a sign that the economic recovery is slowly spreading to more businesses that use planes. Scheduled air-freight traffic declined 7.6% to 1.94 billion revenue ton miles in March from 2.1 billion in 2001. A revenue ton mile is one ton of revenue-generating traffic carried one mile. While these results were the 14th consecutive monthly decline in air-cargo volume, the encouraging news came from U.S. freight and express shipments. These shipments increased 3.6% to 893.1 million revenue ton miles in March from 861.8 million a year earlier. This was the third straight month of growth for such shipments, which do not include mail and international cargo and represented their highest level since October 2000. These results are an indication that shipping customers are growing confident enough about the economy to boost production and inventory levels.

Local Community News

## Prestigious Art Temporarily Moving to LIC – MoMA QNS

A secret too many but not to art enthusiasts, Long Island City/Astoria is a thriving arts and cultural community. Starting May 21, the Museum of Modern Art (MoMA) will shut down its Manhattan facility for a three-year renovations and reopen in the former Swingline factory in LIC on June 29. MoMA QNS will offer a full schedule of innovative exhibits and educational programming, along with a café and design shop. For more information on exhibits and other cultural stores, read [www.licdc.com](http://www.licdc.com) or [www.moma.org](http://www.moma.org).

## Once Again, SDS Contributes to Mailcom's Success

The 24th Mailcom Conference & Exhibition was well attended by over 7,000 participants. This educational conference consisted of seminars, workshops and an exhibition hall featuring over 200 leading vendors to promote the advancement of mail communications. SDS's Joe Vaccaro, CMDSM, a nationally recognized distribution services leader, conducted and/or participated in four seminars on such topics as leadership, time management, outsourcing and request for proposal (rfp) preparation. These meetings were most informative and well attended. If you were unable to get to Joe's seminars, and have interest in these topics, please contact Joe at (718) 784-5586 Ext. 220 or at [JVaccaro@sdsexpress.com](mailto:JVaccaro@sdsexpress.com).

## Suspicious Mail Alert Procedures

**If you receive a suspicious letter or package, the USPS recommends the following:**

1. Handle with care. Don't shake or bump.
2. Isolate it immediately.
3. Don't open, smell, touch or taste.
4. Treat it as suspect. Call local law enforcement authorities.

**If a parcel is open and/or a threat is identified:**

**For a Bomb:**

- Evacuate Immediately
- Call Police
- Contact Postal Inspectors
- Call Local Fire Department/HAZMAT Unit

**For Biological or Chemical:**

- Isolate – Don't Handle
- Evacuate Immediate Area
- Wash your hands with soap and warm water
- Call Police, Postal Inspectors, Local Fire Dept/Hazmat Unit



## News From the 24th Annual Mailcom Conference



Peter Ferdiandson, CMDISM, of Marsh & McLennan Companies, Inc. was awarded the MSMA'S National Mail Manager of the Year for his outstanding dedication to the MSMA and the mail industry. Congratulations to Peter!

## SDS President & CEO Re-Elected

Tony Racioppo, SDS President & CEO, was re-elected to the Board of Directors of the MCAA (Messenger Courier Association of the Americas) at their recent convention in Phoenix, AZ. He was also elected to the Executive Committee and will serve as Treasurer. Tony was also named Chairman of the Ethics Committee.



### Ask the Expert: Insight from SDS Management

#### Evaluating and Selecting Contracted Services – Joe Vaccaro, CMDISM

When you are evaluating and selecting a contracted service remember the three “P’s” – performance, process, and politics. A contracted service, for purpose of this discussion, is any function/task/activity from maintenance, food, security, duplicating/reprographics, mail, distribution to accounting, auditing, public relations, advertising, telecommunications, space planning and design – be it manual or automated, simple or complex, performed by skilled, semi- or unskilled staff, that is performed within or without the spatial confines of the organization that brings value.

The first “P” (performance) can be broken down to the critical elements of dependability, capability, responsiveness, dedication, technology, work quality, expertise, flexibility, skill and the ever-essential issue of cost versus value. These elements have to be present in various degrees for the service to be successful. The issue of cost versus value is always the hardest to evaluate and to present to senior management, especially if you are trying to justify a more costly solution.

What is value relative to a contracted service? Real value, for discussion purposes only, can be defined as a return on expenditure (money) that exceeds expected results. For example, if you are considering contracting with a facilities management company for reprographic services, and they are able to provide a better quality product quicker than you can produce, and the cost for purchasing this service from a vendor is less than if you manufactured and maintained this service within your own organization, then the business case is fairly easy to explain. However, if you had to make a recommendation/decision to go with a vendor who has proposed a higher price but can consistently deliver quality output, you need to present a thorough business case for your choice. Will management buy into your analysis and support your selection? It can be dependent on the rationale of your business case, the funds budgeted, your relationship with management, and the vision or direction of the company.

Don't forget the remaining “Ps” in your final selection.

The second “P” to consider is (process). A process can be defined as a sequence of activities that creates output that is of value to the customer. Before you begin your journey through the process, you must have specified your goals and objectives. This should be part of your Request for Proposal (RFP) document if you put a contract out for bid. The key is in the conduct and response of each vendor. If the response does not reflect the fulfillment of your needs, then the vendor has not heard what you said. Did the vendor listen to your needs when he wrote the response and truly understood your needs as opposed to your wants, or was he selling an off-the-shelf solution that addresses someone else's needs? Look for someone who can address your specific needs.

Your next step is to consider the validity, reliability, and accuracy of the vendor's proposed contracted services. For example, does the vendor have the financial, human, material and technological resources to deliver to expectation? Is the vendor someone you can trust to share information and provide an objective opinion and not just say what he thinks you want him to say? Do you share a vision? Remember to create an environment to enable you and your strategic partner to produce only the best.

The last “P” is (politics). The vendor that brings the selected service must be able to acknowledge, understand, and accept your corporate culture. Each firm has an organizational political structure that is unique unto itself. The norms, mores and social strata can even vary from business unit to business unit, from location to location. Your selection has to be timed for presentation when you are sure you have support throughout the organization. If your solution could be construed as radical, beware. Change is never fully embraced until it is shown to be in the organization's best interest (cost savings, increased quality, etc.) Pre-sell your choice carefully and selectively. Build in the implementation measurable indicators.

To effectively evaluate and select a contracted service, use logic, reason, and instinct. Remember to carefully evaluate the performance, process and politics before you make your contracted services selections. For more information, contact Joe Vaccaro at [jvaccaro@sdsexpress.com](mailto:jvaccaro@sdsexpress.com).



## TIPS from Us to You



- Join the MSMA
- SDS Warehouse near Newark Airport
- SDS Electronic Billing

Something to professionally benefit you and your company. Join the MSMA. Are you interested in learning more in mail systems management? Would you like to network with others in your field? There is a trade association for Mail Center professionals – the New York Chapter of the Mail Systems Management Association. The NY chapter has over 300 members and provides an opportunity where you can help yourself and your business. The membership can help you with timely changes, developing trends and new techniques in the mail industry.

For more information, please call Tony Racioppo, MSMA's Vice President – Chapter Development (718) 784-5586 Ext. 15.

Do you need a warehouse and/or distribution service within quick and easy access to the metropolitan area? SDS has the distribution hub for you. We can pick up your product anywhere in the world and deliver it to our warehouse near Newark Airport. This location is ideally situated for importers and exporters. Our knowledgeable staff will professionally manage every phase of the handling and distribution of your inventory. Call for more information.

Sign up for Email Notification and or Electronic Billing. In the event of critical news regarding holiday schedule changes, new Federal regulations or local news effecting service, please forward your email address to Christine Brooks, VP Sales and Marketing at [CBrooks@sdsexpress.com](mailto:CBrooks@sdsexpress.com) or call (212) 391-3969. If you would like to receive electronic billing, please contact Bill Guido, Controller at (718) 787-5586 Ext. 14 or email [BillG@sdsexpress.com](mailto:BillG@sdsexpress.com).

## New Business and Sales Contact

Joe Vaccaro, CMDSM, Senior VP  
[JVaccaro@sdsexpress.com](mailto:JVaccaro@sdsexpress.com)

Christine Brooks, VP Sales & Marketing  
[CBrooks@sdsexpress.com](mailto:CBrooks@sdsexpress.com)

Anthony Donofrio, Account Executive  
[ADonofrio@sdsexpress.com](mailto:ADonofrio@sdsexpress.com)

## 2002/03 Postal Holidays

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

Independence Day	Thursday	July 4
Labor Day	Monday	Sept. 2
Thanksgiving Day	Thursday	Nov. 28
Christmas Day	Wednesday	Dec. 25
New Year's Day 2003	Wednesday	Jan. 1
Martin Luther King Day 2003	Monday	Jan. 20
President's Day 2003	Monday	Feb. 17
Memorial Day 2003	Monday	May 26

## SDS Milestones



Some SDS staffers are celebrating anniversaries with us this Summer.

### Happy Anniversary to:

- Eddie Mayers . . . . . 19 years
- Thaddeus Marshall. . . . . 5 years
- Michael Kiznck . . . . . 4 years
- Ben Reyes. . . . . 4 years
- Reggie Knight . . . . . 4 years
- Dave Amador . . . . . 3 years
- Tracey West . . . . . 3 years
- Harold Hampton . . . . . 2 years
- Ray Torres. . . . . 2 years
- Tina Roman . . . . . 1 year
- Nereida Rosado. . . . . 1 year
- Harold Grooms . . . . . 1 year
- Oscar Torres . . . . . 1 year
- Leroy Grant . . . . . 1 year
- Jonathan King. . . . . 1 year
- Curtis Lewis . . . . . 1 year
- Jose Martinez . . . . . 1 year
- Stanley Grantham . . . . . 1 year
- Donald Brijmdhan . . . . . 1 year
- Steven Clement. . . . . 1 year
- John Bookin . . . . . 1 year

We're also celebrating many birthdays.

### Happy Birthday to:

- Ben Reyes. . . . . 6/01
- Charles Douglas . . . . . 6/03
- Robin Rogers. . . . . 6/06
- Tony Gaeta . . . . . 6/07
- Christine Brooks . . . . . 6/09
- Daryl Weill . . . . . 6/10
- Dave Lowe . . . . . 6/19
- Xavier Soto. . . . . 6/20
- Harold Grooms . . . . . 7/01
- Thomas Kevin David. . . . . 7/15
- Cristina Rosario. . . . . 7/24
- Bob Sheehan . . . . . 7/26
- Rich Steimle . . . . . 7/29
- Charles Jr. Capers . . . . . 8/02
- Anthony Donofrio . . . . . 8/03
- Thaddeus Marshall. . . . . 8/06
- Albert Amador. . . . . 8/08
- Willie Cochran . . . . . 8/10
- John Bookin . . . . . 8/11
- Kenny Auyeung. . . . . 8/12
- Barbara Arrington . . . . . 8/13
- Carmen Castro. . . . . 8/14
- Michael Torruella . . . . . 8/30
- Harold Hampton . . . . . 8/31

