

# ***THE*** ***JOURNAL***

## ***To All of You, From All of Us!***

***The events of September 11<sup>th</sup> have deeply affected all our lives. To those who mourn the loss of family and friends, our hearts and prayers are with you.***

***May the American Spirit of courage, camaraderie and friendship continue to help us through these dark days. Let us all join together to keep our eyes on a future that will be both bright and fulfilling.***

***May the Joy and Peace of the Holidays be with you today, and always, and may the New Year be one of Health, Happiness and Prosperity.***

## SDS Family Continues to Grow



We are pleased to announce two new additions to the **SDS** team.

Joe Vaccaro joins us as our new Senior Vice President. Joe will be responsible for strategic planning and new business development. He will be looking at our customers' needs and evaluating what services we can, and should, be providing them, both in the short and long terms. Joe will be preparing a 3-5 year plan that will include ways in which we can expand through

strategic alliances with other businesses that can complement **SDS's** current array of services.

Joe has many years of management experience in a variety of industries. He has written several articles about management and distribution service issues, which have appeared in numerous business publications, and has been a speaker for the mail service industry. His career also includes many awards for his business contributions and successes. Additionally, Joe is a Certified Mail and Distribution Systems Manager (CMDSM), the most prestigious certification in the mail and distribution industry. Joe has a BBA from Baruch College.

### Holiday Hours

*Monday, December 24th Closing at 4PM*

*Monday, December 31st Closing at 7PM*

*We will be closed on Tuesday, December 25th & Tuesday, January 1st.*

Christine Brooks joins **SDS** as our new Vice President of Sales and Marketing. Chris will be responsible for formulating policies, which will generate new sales. She will also develop and train our sales force in implementing these new policies.



Chris's focus is on a team-approach. Her skills enable her to motivate and stimulate all who work with her to achieve their goals, and more. As a result, her previous work experiences include many examples of increased sales, profitability and most importantly, customer satisfaction. Chris has an AA in Liberal Arts from Harriman College.

Joe and Chris are looking forward to working with you. We welcome them to the **SDS** family!

## New Security Procedures For Shipping

Since September 11<sup>th</sup>, the already strict airline security procedures have become even more exacting. The FAA has implemented new security procedures, redefining the way we will be able to conduct business in the uncertain future. Last minute flight cancellations, thorough security screenings and ongoing delays have created new challenges for the shipping industry.

As freight forwarders, we at **SDS**, continue our dedication to maintaining the highest level of customer service, while ensuring that all shipments have been thoroughly examined and certified safe for air transport.

## Establishing Your Mail Disaster Recovery/Contingency Plan

Disaster planning and recovery is one of the most timely and fastest growing areas of concern for top management. Now, more than ever, we see the importance of investing in a contingency plan to ensure the continuity of business operations. Here are some tips to help you get started.

### Before...

1. Obtain a unique ZIP+4 code from the USPS, so they can hold your mail for pick-up in case of an emergency.
2. Prepare for internal pick-up of mail from the Post Office, or hire a private contractor for pick-up services.
3. Select alternate sites for your mail department.
4. Prepare a telephone contact list of employees' home phone numbers. Make sure it includes upper management.
5. Pre-assign tasks so everyone knows his or her responsibilities.
6. Establish objectives and priorities. For example, delivery of internal mail to accounts receivable should be at the top of the list.
7. Identify certain categories of mail that will not be delivered during a crisis.
8. Determine what part of your staff will be dedicated to clean-up.
9. Distribute copies of your disaster recovery plan to all employees to have at work and at home.

### After...

1. Inform all departments of your new site and situation, when applicable. Find out *their* needs and situation.
2. Notify vendors of your situation. They may be able to help.

Following these steps can help organize your mail department and get back to normal operations more quickly in times of disaster.

## *The Tragic Day, and After, for Mail People in NYC*

*As written in Postal World Newsletter, Rockville, MD, September 17, 2001 800-929-4824*

It was a clear blue Tuesday morning in the Wall Street section of Manhattan. Bill Johnson, mail ops employee of US Trust, was making a routine pickup of accountable mail at the USPS station at 73 Pine Street. He and Oscar Torres, driver for **Security Delivery Service**, had just completed the pickup, when the sky was filled with the debris of American Airlines Flight 11 hitting the first World Trade Center tower. Johnson and Torres sought shelter in the van, while scores of passersby scrambled for cover.

One man had been struck in the head and was bleeding. Johnson and Torres took the man into the van and sped uptown away from the disaster scene. They had intended to take him to medical aid, but the man spotted a store run by relatives and asked to be left there. It took three hours to make the trip uptown and return to the US Trust site at West 47<sup>th</sup> Street. "Other **SDS** drivers also turned their delivery trucks into emergency vehicles shuttling victims to safety," says COO John Racioppo.

"We're very proud of our employees and thank them for their courage and kindness under the worst of circumstances."

—Tony Racioppo, *SDS* President

—John Racioppo, *SDSCOO*



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- Rush Trucking & Messenger
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- Same Day Domestic Air
- International Courier
- International & Domestic Air Freight
- Interstate Trucking
- International Remail
- Hand Delivery
- Warehousing
- Mail pick-up to/from Post Office

#### IN MEMORIAM

*With sorrow in our hearts, we regretfully announce the death of Emma Racioppo, mother of SDS President, Tony Racioppo. After a lengthy illness, Mrs. Racioppo passed away at the age of 82.*

*Mrs. Racioppo is survived by her sons Larry & Tony, 4 grandchildren, 2 great-grandchildren, and sisters Edith and Palma.*



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#### SDS Milestones...

Some **SDS** staffers are celebrating anniversaries with us this Winter. They are:

John Racioppo	26 years
Bob Killian	7 years
Kenny Auyeung	5 years
Julio Torres	5 years
Xavier Soto	3 years
Ronald Samuels	1 year
Andre Alisyam	1 year
Barbara Arrington	1 year
Roland Dudley	1 year

We're also celebrating many birthdays.

*Happy Birthday to...*

Mike Mayers	12/1
Linda Hall	12/4
Bill Guido	12/7
Enrique Rafael Cova	12/9
James Wheatly	12/10
Turhan Dixon	12/15
Joe Vaccaro	12/17
Jeffrey McNeill	1/2
Julio Torres	1/7
Nereida Rosado	1/7
Raul Ramirez	1/7
Mike Martin	1/8
Ada Torres	1/11
Davika Sookdeo	1/14
James Hudley	1/18
Marcus Lowe	1/23
Ray Torres	1/26
Gerard Macchia	1/30
Manuel Serrano	1/31
Mafalda DaCosta	2/7
Bruce Betts	2/7
Joseph Harris	2/15
Tanu Tacneau	2/26
Rajendra Brijmdhan	2/28

#### TIPS FROM US TO YOU

**S**hipping daily or weekly publications? Sending heavy amounts of mail to one location? **SDS** can help you decrease your costs by drop shipping your metered mail directly into the Postal Service. You receive priority mail service and gain 2-5 days over 2nd class postage. Call us for more information.

**D**o you have problems dropping off your international mail at the Post Office? Are large packages over 16 ozs. creating more problems? Are you wasting time standing on long lines and filling out customs forms? If so, let **SDS** retrieve your International mail. We will do all the work for you and save you up to 61% on airmail letter rates!

**S**eeking an outside consultant? Here are some pointers on selecting the right one.

1. Grill the candidate on specifics. Make sure they can meet your needs.
2. Pass on any consultant who wants to be paid for the initial consultation.
3. Make sure the proposal includes benchmarks by which you can monitor progress.
4. After you've signed the contract, get feedback from your employees.