Welcome to the summer issue of *HFS Review*. Hopefully you are managing the heat, cold, storms, drought and other the wild weather this year has brought.

How about some updates and numbers?

Here’s how our FY12 shook out:

- 162,106 orders processed
- 1,698,754 books sold
- 3.74 million books held in inventory
- 14,101 ISBNs held in inventory
- 33,000+ accounts
- $30.3 million in gross billing

HFS Digital has been fully up and running for over six months now. Our clients have almost 1,100 eBook titles available to consumers with more being added every week. We are receiving orders from all over the world. I attended IDPF in June, and direct sales area a growing topic. It isn’t so much about the actual sale, but building relationships with customers. When a customer buys from a retailer, it is much harder to build that relationship for future sales. Also, the more direct relationships a publisher has, the less vulnerable they are to adverse changes in the retail marketplace.

As an offshoot of all the new title data being generated for eBooks, Bob Oeste made some changes to the title importation procedures and hopefully the new formats are a bit more user-friendly. We are also looking at including eBooks sales in the daily sales reporting. We’ll keep you posted about this.

HFS is working with JHU and our IT department to meet the strict standards of CISP compliance. As part of this process, we are closely scrutinizing credit card orders taken at exhibits and how to make that process safer and more secure. If you are planning to move to a credit card swipe machine or would like our assistance in procuring one via our home institution, please contact me. If you need more information about our recommended credit card best practices, please just let me know.

Davida, July 2012

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**HFS Staff News**

**Patrice Wright** had her first child, Isaiah Vincent Porter, on 5/23/12 (weight 8 lbs, 6 oz).

On 07/19/12, **Keith Brock** was awarded a Senatorial Scholarship from the State of Maryland which was presented at Coppin State University. Upon discussing his visit to Coppin with his parents, he learned that his cousin is actually the President of Coppin State University, Dr. Reginald Avery; moreover, after contacting Dr. Avery, he also learned that he has a cousin, Xavier Avery, who plays for the Baltimore Orioles. Keith is now committed to being a staunch fan and no longer a typical Baltimore critic.

**Alicia Catlos**’s team, Buddy’s Gang, raised $535 for the MDSPCA March for the Animals in April.

A few staff members celebrated some HFS milestones recently:

- **Alice Jones** - 20 years
- **Joanne Braverman** - 5 years
- **Linda Edmonds** - 5 years

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**Inside this issue:**

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- UPS Shipping Times Map 3
- Country of Origin 3
- Returns Address 3
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Generally speaking, there are a few main shipping methods used for the bulk of our shipments:

- Media Mail (USPS)
- Priority Mail (USPS)
- UPS Ground, Commercial (UPS)
- UPS Ground, Residential (UPS)
- Postal International (APC)
- FedEx International (FedEx)

(Note: Major vendors send their own trucks to the warehouse to pick up orders.)

The cost, tracking options, and speed of each of these methods vary greatly and should be taken into account when planning review copy and gratis copy mailings.

For example, Media Mail is roughly half the cost of UPS and Priority Mail, but can be slow and doesn’t offer traceability or automatic insurance.

Most shipments going overseas either go Postal International (PI) or FedEx International. PI is very affordable, but doesn’t offer traceability. FedEx International is fast and traceable. A 2-pound package going to the UK would cost $8.02 going PI and $33.78 going FedEx International Economy.

UPS Ground Commercial is relatively fast for shipments in the Mid-Atlantic, but Priority Mail becomes a good option for the West Coast when speed is important. See the chart below for estimated shipping speeds and costs.

The map on the next page shows the estimated shipping times from the warehouse (zip code 17026) when using UPS Ground. Bear in mind that the standard timeframes are all suspended during the holidays, so buffering in additional time in November/December is always recommended.

Some of our clients may not realize that we can ship on their UPS number—it just needs to be included with the order.

We’re always happy to help clients and customers find the shipping method they need, so call or email if you have questions.

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### Sample Shipping Rates and Ship Times

*When choosing shipping methods, please consider the variety of ship times and costs. The rates below are estimates, based on a two-pound package shipping from the Maple warehouse (17026).*

*Rates calculated on 6/19/12, UPS fuel surcharges often change on a monthly basis.*

<table>
<thead>
<tr>
<th>Zip Code 10018 (New York)</th>
<th>Zip Code 64108 (Kansas City)</th>
<th>Zip Code 95820 (Sacramento)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Mail</td>
<td>$2.89 (est. 2 days-3weeks)</td>
<td>$2.89 (est. 2 days-3weeks)</td>
</tr>
<tr>
<td>UPS Ground (Commercial) daily rates + fuel surcharges</td>
<td>$6.97 (1 day)</td>
<td>$8.20 (4 days)</td>
</tr>
<tr>
<td>UPS Ground (Residential) daily rates + fuel surcharges</td>
<td>$9.78 (1 day)</td>
<td>$11.01 (4 days)</td>
</tr>
<tr>
<td>Priority Mail (USPS)</td>
<td>$5.30 (est. 2 days)</td>
<td>$8.05 (est. 2 days)</td>
</tr>
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</table>
It is no longer necessary to utilize different addresses for returns to the warehouse, depending on the carrier. Please use the following address on catalogs and web materials:

HFS Returns Department  
c/o Maple Logistics  
Lebanon Distribution Center  
704 Legionaire Drive  
Fredericksburg, PA 17026

Reminder — we still need our clients to submit country of origin data when setting up new titles. Omitting this information could cause books to be halted at customs and returned to the warehouse.

Who’s Who at HFS

<table>
<thead>
<tr>
<th>Employee Name</th>
<th>Ext.</th>
<th>Dept.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alice Jones</td>
<td>410-516-4442</td>
<td>HFS Customer Service (returns)</td>
</tr>
<tr>
<td>Alicia Catlos</td>
<td>410-516-4441</td>
<td>HFS Customer Service Coordinator.</td>
</tr>
<tr>
<td>Barbara English</td>
<td>410-516-6958</td>
<td>HFS Accounts Receivable</td>
</tr>
<tr>
<td>Davida Breier</td>
<td>410-516-6961</td>
<td>HFS Manager</td>
</tr>
<tr>
<td>Keith Brock</td>
<td>410-516-3854</td>
<td>HFS Accounts Receivable</td>
</tr>
<tr>
<td>Melinda Kelly</td>
<td>410-516-4449</td>
<td>HFS Assistant Manager</td>
</tr>
<tr>
<td>Chris Walsh</td>
<td>410-516-6548</td>
<td>HFS Accounts Receivable</td>
</tr>
</tbody>
</table>