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Transportation Corner
By Chris Johnson

***This week's
Transportation News!***

- In Airline News, the new TSA cargo screening changes taking effect August 1st are almost here. These new procedures will require changes for a few of our Airline partners. Both American and United will be requiring 4 hours cut off times at the airports, up from 2 hours. Screening fees may also rise slightly as well. Look for more info this week on the TSA changes.
- Just a reminder that the NORCAL Member Meeting is almost here! Join us on Tuesday, August 10th at La Costa Resort & Spa for our 2010 Member Meeting. This one day opportunity has the potential to enhance your company in a positive direction each and every day. So mark your calendar and plan to attend the 2010 Member Meeting today!

NORCAL

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"We are on a mission to get more flowers from California to their destination fresher and faster".

NORCAL NEWS



"California Association of Flower Growers & Shippers"

*Our Mission Statement:
"To get more flowers from California to their destination fresher and faster"*

AIFD.....A Sight to See!

By Chris Johnson—NORCAL

Having just returned from the 2010 AIFD National Symposium in Boston over the July 4th weekend, I was having a little trouble organizing my thoughts on what I had just experienced. There was so much to see with so many dazzling creations at every turn. Honestly, it was a bit overwhelming. This feeling is said to be quite common among "first timers" who experience the week long extravaganza. For me, it was truly a great experience that I will not soon forget.

I had the opportunity to accompany Steve Dionne of United Floral Exchange, NORCAL's President, to the Symposium who proved to be quite helpful navigating the event with its many festivities. This year, NORCAL was a Platinum Level Sponsor which helped us showcase our member's unique and exquisite California Flowers which were featured in so many of the designs and programs. We were both very pleased to see that the California product, which traveled so far, looked so fresh and vivid. This year's theme was "Revolution" as in floral revolution, and in the historic city of Boston over the 4th, it couldn't have been more appropriate.

Among the notable events for our Association was the Partners Exposition that featured new products and services by select industry companies. Here, we had the opportunity to meet and discuss with attendees the benefits of NORCAL membership, and we were very well received. Mayesh Wholesale Florist supplied Anthony Vigliotta AIFD, who designed our table which was superbly creative, beautiful and featured a distinctive yet subtle floral design that captured in floral artistry the transportation element that embodies NORCAL.

The student competition was also another highlight for me. These young and talented people put forth designs that made an unusually close competition. It was refreshing to see the excitement of these future designers expressing our California flowers in such lovely settings, and with this year's strong showing, it seemed evident that the future of floral design is alive and well.

The vast array of AIFD speakers and designer programs was excellent and quite diverse, but for me, just to see the flowers in their most elaborate, and beautiful expression was quite a treat. It's easy to forget, coming from a shipping perspective, the sheer power of flowers and the wonderful effect they have on people.

The AIFD symposium showcases the design side of our industry and it's easy to see how crucially important it is to our industry as a whole. I'd like to express our thanks and appreciation to our members who supplied the event flowers, and to AIFD for the opportunity to nationally showcase NORCAL and our California flowers in ways that have to be seen to be believed!

AIFD will be in San Francisco in 2011 highlighting California product once again and we highly recommend attending it. For those interested, AIFD is offering DVD's highlighting the 2010 Symposium in Boston. Visit www.aifd.org for details.

MARK YOUR CALENDAR

*NORCAL (California Association of flower Growers & Shippers) invites you to attend your Member Meeting which will be held on **August 10, 2010** in beautiful Carlsbad, CA. The Member Meeting is an excellent opportunity to meet other growers and shippers in California and to learn about what is happening within the industry. It is also an opportunity to become proactive in making positive changes to help California floral businesses.*

The more members that attend, the stronger the meeting will be! Remember, your "membership makes a difference!"

Look for more information coming soon!