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**Transportation Corner
By Chris Johnson**

*This weeks
Transportation News!*

- In Airline News, Southwest Airlines will be offering new cargo service to Milwaukee (MKE) starting Nov 1st. Also as a reminder, Southwest now operates flights into both Boston (BOS) and LaGuardia (LGA). Visit www.swacargo.com
- In speaking to our trucking partners recently, they wanted to pass on to shippers that "Winter Weather " has arrived early this year and it's already affecting schedules to some degree. Both Armellini and Prime will reroute trucks when necessary and do their best to alert shippers of any foreseeable weather delays this season that could effect service. If you have any concerns, please contact them directly.
- As a reminder, both Armellini and Prime Floral's EDI waybill / booking systems are operational and ready to use. These online systems are free, very simple to set up and operate, and provide many benefits. Just call Andrew Muller at Armellini (805) 485-0804 or Kent Allen at Prime (805) 485-2332 to get started today.

NORCAL NEWS



"California Association of Flower Growers & Shippers"

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

By Erik Van Wingerden—Myriad Flowers International, Inc.

Today I had one of those "Ah, Hah" moments...let me backtrack for a moment. I hope by now that you have all at least heard about the Electronic Data Interchange, or EDI, systems that are available (for FREE) from both Armellini and Prime Floral. Honestly, if you haven't, then you haven't been reading these NORCAL News articles very closely (and shame on you for that). However, if you were like me, maybe you just didn't set aside the time to find out more about EDI or make the call to get your company set up. Now for the "Ah, Hah!"

I called Kent over at Prime Floral to see what I needed to do to be able to start using their EDI system. He made sure I was sitting at a computer, had me go on-line to primefloral.com, and issued me Myriad Flowers' username and a password to log-in. That was it. Literally. Now sure, it took another 6 - 8 minutes for him to do an easy walk-through tutorial and answer my questions, but all I really needed was to be able to sign in and everything else was fairly self explanatory. I thought to myself and reiterated to Kent, "Why have I not been doing this all along?" On the practical side, it's going to save time for the trucking companies, hopefully translating into lower shipping charges for our customers. It will save me from buying special Bill of Lading forms. We will be able to utilize the tracking capability of the system to locate boxes. All at the cost of a few minutes of your time. Next up is a call to Andrew at Armellini.

Erik Van Wingerden serves on the Board of Directors for NORCAL.

NORCAL

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