

**Transportation Corner
By Chris Johnson**

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

- In member news, we want to reach out to all of our California Floral members and offer them the opportunity to tell their story in the NORCAL News. We will showcase the member as the feature article each week and will look to give an opportunity to each member who would like to participate. Topics are open and flexible. Members can discuss their companies, product specials, seasonal offerings, history, industry news, company philosophy, employees...anything really that you would want fellow members to enjoy and/or know about. We have over 580 members nationwide, so your story will be widely read and best of all it's FREE. It's just one way that we can show our appreciation to the members who support the Association. For more information and to get on the NORCAL News schedule, please contact me at chris@cafgs.org.

NORCAL NEWS



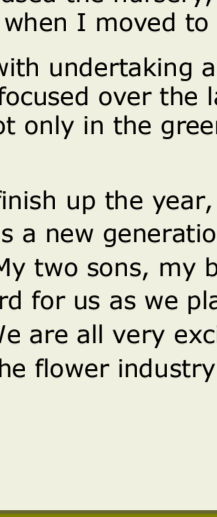
"California Association of Flower Growers & Shippers"

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

Feature Member– Skyline Flower Growers

By Joe Goldberg

Skyline Flowers was founded during the Great Depression in Salt Lake City, Utah, when a local wholesaler named Lamar White gave my Grandmother Gertie a bucket of Gladiolas to sell out in front of her small farm, which was located across the street from a cemetery. She sold the flowers and the following week he brought her more and Skyline was born. Grandma told me that on one Decoration Day, she called Piazza Wholesale in California, to ship her some daffodils on the train. She had a bread line to buy them and on the following banking day, she went in and paid the mortgage.



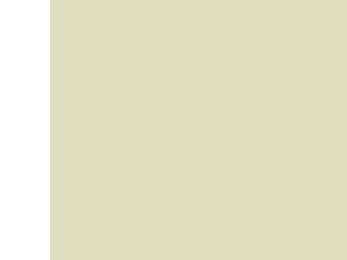
Skyline Flower Growers
NIPOMO • OXNARD
"GROW WITH US"

After WWII, my Father, after being stationed in California, moved to Oxnard. The first piece of land was then purchased and a small shed and greenhouse was erected. More land was later purchased in Ventura County.

In the early 90's, my brother and I bought the old Ashne Farms nursery in Nipomo. It's amazing as I tell people in town (when out socializing) that I own the old Ashne Farms nursery. Many people tell me they use to work here years ago. I guess George Neidens, who owned the place, hired many high school and college kids during the summer. Since we purchased the nursery, we moved the corporate offices up here when I moved to this location in 2001.

Along with undertaking a ten year remodel program here, we have focused over the last 3 years on new technologies not only in the greenhouses but in our offices as well.

As we finish up the year, we are looking forward to the New Year as a new generation of family is joining the Skyline team. My two sons, my brothers' son, and daughter are working hard for us as we plan some expansions in the coming year. We are all very excited about the future of our company and the flower industry.



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

Save the Date !

Mark your calendar for the 2011 California Floral Convention July 20-23 at the La Costa Resort and Spa in beautiful Carlsbad California.