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Transportation Corner
By Chris Johnson

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

- Just a reminder to the Membership that NORCAL now has a page on the popular social networking website, Facebook. Just [Click here](#) and you can view our new page. Once on our page, you can click on the **"Like"** button at the top and be added to our fan page. We have posted photos, events and much more. We hope you enjoy our page and if you have events that you would like us to add, please let us know.
- As a reminder, we cannot make any adjustments to OnTrac invoices that are older than 60 days. If you have any questions regarding invoices, please contact our office (831) 479-4912 as soon as possible, as we will no longer be able to make adjustments after this time period. Thank you.

NORCAL

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Flower Growers & Shippers"*

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***"We are on a mission to
get more flowers from
California to their desti-
nation 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"*

Florida Beauty is Growing !

By Ronen Koubi—Florida Beauty

Florida Beauty is happy to announce its latest expansion. Following its recent acquisition of 60 tractors and 60 trailers, it has now started to pick up cut flowers and plants directly from the growers and the nurseries.

Our fleet covers the entire state of California on a daily basis, and with 5 main pickup locations across the state, the time it takes us to pick up, consolidate, and re-ship, will be reduced substantially. Temperature will be monitored constantly with no interruptions. All of our trailers have built-in temperature monitoring capabilities, that record and alert us via emails of any deviation. Also, two way communication over the internet with our trailers allows us to constantly monitor temperature and location, as well as run tests and pre-trip the units, change set point, and even turn power up or down the refers. All of this can now be done from our remote office, as if we were standing in front of the trailers.

We believe that working directly with the shipper, with no intermediates, is key to the improvement of our customers' satisfaction, and to improving our control over the cold chain. Constantly raising the bar is what we believe is essential in order for the whole industry to prosper and grow.

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.***