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## "California Association of Flower Growers & Shippers"

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

### Is Social Media Good For Business?

#### By Jason Levin—Dos Gringos, A Flower Company.

Social Media reminds me of the phenomenon of a new restaurant. *Everyone* flocks to a new eating establishment. Patrons want to try all the new menu items and enjoy the ambiance of a cutting-edge facility. They then report their findings back to friends and neighbors generating more business for the new establishment. However, the attrition rate of new restaurants is atrocious. Nine out of ten new restaurants fail within their first year. The ones who survive do so by providing a consistent product – in this case food, combined with great customer service, a nice social setting and enough of a "draw" to entice the customers back.

Social media, currently made up of Twitter, My Space, Facebook and other similar forms of communication might have a bit longer lifespan than new restaurants however it appears too that only those venues which are innovative, flexible and able to keep up with the rapidly changing technologies will survive. My Space has seen a rapid decline in users and people complain that they do not want to read what another person had for dinner in the 127 character Twitter allotment. Including yours truly.

Does that mean business should abandon using social media? Not necessarily. At Dos Gringos we have a Facebook page, a Twitter page and we are working on a blog to interact better with our clients. It's hard to measure the ROI from our social media outlets and, quite honestly, we struggle with the content, not wanting to sound too "sales-y" but also wanting to get a message across. For us, for now, good old email works the best, however we will keep tinkering with social media and, just like new restaurants, there will always be something new to try.

#### Jason Levin serves on the Board of Directors for NORCAL

### NORCAL

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

### 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!*

In member news, Kitayama Brothers, Inc. is having their Open House this Saturday June 19th at their Watsonville location. The Open House (9am—2pm) features greenhouse tours and innovative floral designs / demonstrations from local designers. Proceeds and donations will benefit the "Friends of the Santa Cruz State Parks". For more information visit [www.montereybaygreenhousegrowersopenhouse.wordpress.com](http://www.montereybaygreenhousegrowersopenhouse.wordpress.com)