



## "California Association of Flower Growers & Shippers"

### Transportation Corner By Chris Johnson

*This week's  
Transportation News!*

- For any FedEx shippers that think they have received an invoice with billing errors, please contact FedEx Revenue Services for assistance. It's best to not pay the invoice until FedEx has corrected the billing issue. Members can reach Revenue Services at 800-622-1147. If they cannot help you or if you want to discuss this further, please contact me anytime at [chris@cafgs.org](mailto:chris@cafgs.org).
- In OnTrac news, members can expect to receive our new OnTrac rates and program information soon. We will email the information to each member and it will also be available on our website.
- In Airline news, United Airlines has made some personnel changes in their Los Angeles Sales office. Until we have a new sales representative for Southern California, members should contact our Northern CA representative, John Zahurski at 650-773-1464.

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

**With Valentine's Day now behind us, the history of Valentine's Day for many is a bit vague. Here's the story I've always been told...**

### **By Kim Kudo—Kim's Flower Network, Inc.**

One legend contends that Valentine was a priest who served during the third century in Rome. When Emperor Claudius II decided that single men made better soldiers than those with wives and families, he outlawed marriage for young men — his crop of potential soldiers.

Valentine, realizing the injustice of the decree, defied Claudius and continued to perform marriages for young lovers in secret. When Valentine's actions were discovered, Claudius ordered that he be put to death. Flowers were left outside the jail.

"According to the legend, Valentine actually sent the first 'valentine' greeting himself. While in prison, it is believed that Valentine fell in love with a young girl — who may have been his jailer's daughter — who visited him during his confinement. Before his death, it is alleged that he wrote her a letter, which he signed 'From your Valentine,' an expression that is still in use today. Although the truth behind the Valentine legend is murky, the story certainly emphasizes his appeal as a sympathetic, heroic, and, most importantly, romantic figure. It's no surprise that by the Middle Ages, Valentine was one of the most popular saints in England and France.

For this particular Saint, it was all about love. For us "flower people", it's about doing the near impossible. Moving millions of perishable flowers across the United States with a tight economy in the middle of a blizzard. The East Coast was suffering record levels of snow fall and California survived what seemed like our entire annual rainfall in a ten day period.

A big *Thank You* to all our NORCAL Partners who make this crazy holiday happen.

Being a member of NORCAL has its benefits, such as access to our updates and advisories regarding weather and how it affects the airlines, long haul and express carriers. Also access to our carrier representatives such as Mark Friedenthal, our JetBlue Rep., who was a huge help to me this year.

Additionally, FedEx waived Saturday delivery charges for member flower shipments. An additional NORCAL benefit.

All of these little advantages add up to daily success stories with all of us being able to move more flowers from California to their destinations Fresher & Faster.

There is a beautiful bouquet of flowers on my desk to celebrate Valentine's Day. I hope all of you have one as well.

### Contributors Corner

Kim Kudo along with Denise Weddle make up the team of Kim's Flower Network Inc. With 25 years combined floral and grower experience we provide our customers with customized flower brokerage services showcasing premium California flowers, greens and novelty seasonal items.

### **NORCAL**

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