



"California Association of Flower Growers & Shippers"

Transportation Corner By Chris Johnson

*This week's
Transportation News!*

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

- In FedEx news, we have been making great progress in issuing your customers (our new Associate members) their new FedEx account numbers. The vast majority have been issued and we are emailing complete rate packets to our new members starting this week. If you have any questions about any account, please contact me anytime (760)-533-5580

- In Airline news, we want to remind shippers to be sure and book all cargo with your air carrier before your drayage trucker delivers it to the airport. Most airlines are requiring this and may refuse any cargo that is un-booked. Booking your shipments saves time and effort at the airport and is a good practice.

NORCAL— Changes for the Better

By DeeDee Meininger—Obies Floral

Don't be confused, NORCAL is on a mission to get more flowers from California to their destination fresher and faster. We have been saying this a lot and consistently for at least two years now, but I want to focus in on it again today. We hope the latest changes in the way NORCAL handles the FEDEX discount is going to help us achieve our mission just a little bit easier.

To date, we have grown by an additional 250+ members, and we believe we are a stronger association because of this. Welcome to our new members! We hope our new associate members will quickly become an integral part of our Association by offering new insights, by getting involved, and by helping develop ideas.

My suggestion for every member this week is that you mark our Association's web site, www.cafgs.org as one of your favorite's and use it often. For now, everyone can read up on NORCAL's general benefits, read past NORCAL NEWS articles, and use it to browse what flowers are available and where to buy them. In the near future, our new associate members will be given unique access to all of these particular member benefits and many more.

Over the next few weeks, please spend some time thinking about the Association and what it can do to help you, as well as help all of us buy and sell more CA flowers. NORCAL wants and needs to get to know all of its members better and find out what is important to you. We look forward to being an Association that will increase communication between suppliers in California and our buyers nationwide. We intend to help unify our domestic flower market and we want your help. Each and every board member and staff member welcomes your inquiries and ideas.

DeeDee Meininger serves on the NORCAL Board of Directors.

NORCAL

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