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Transportation Corner  
By Chris Johnson

***This weeks  
Transportation News!***

- A note to our Associate members who operate in California, Arizona, Nevada, Oregon, Washington or Utah, our very popular OnTrac shipping program is available to you. This exclusive door to door program offers rates discounted over 70% and delivers outstanding service. If interested, please contact me for more information at [chris@cafgs.org](mailto:chris@cafgs.org).
- As a reminder to Mother's Day shippers, we ask to please do your best to adhere to your carriers established pick-up and drop-off schedules. By being ready on time and communicating early and often with your carrier, you are helping everyone avoid delays and service failures. If you have any questions, or have special requirements, please contact your local carrier for assistance.

## NORCAL NEWS



***"California Association of Flower Growers & Shippers"***

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

### ***Being Prepared***

***By Erik Van Wingerden—Myriad Flowers International***

Wow, what a hectic time right now! Every year it feels like the dance/wedding season (not to mention Mother's Day) just suddenly appears like spring wildflowers on a hillside after a good rain. And while we welcome the increased sales volume, we know that it can also lead to stress induced headaches and fatigue if we are lacking the proper preparation.

Perhaps the most integral part of this preparation is good communication. While it is always important for production personnel, sales people, and buyers in our own companies be on the same page, the same holds true for our other business associates as well. Shippers need to make sure they inform their carriers about pick-ups and counts. Growers and brokers need to have timely correspondence with their customers. Trucking companies and overnight couriers need to relay schedule changes and or shipping delays (a volcano, really?) to their clients. This is another area that your friendly neighborhood flower association, also known as NORCAL, is here to help. When those alerts pop up in your in-box or fax machine, please take the time to peruse the knowledge held within. A lot of helpful information regarding fuel surcharges, shipping rates, holiday schedules, and other vital materials, is dispensed by your Association's staff on a regular basis. They are also always ready with a hello and a pleasant attitude to assist you with any question you may have. So please utilize your Association when you are preparing for the busy times ahead and let us know how we can be of service!

***Erik Van Wingerden serves on the  
NORCAL Board of Directors***

### **NORCAL**

*"California Association of  
Flower Growers & Shippers"*

820 Bay Avenue, Suite 210  
Capitola, CA 95010

Phone: 831-479-4912  
Fax: 831-479-4914  
Website: [www.cafgs.org](http://www.cafgs.org)

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get more flowers from  
California to their desti-  
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### 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!*