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Transportation Corner
By Chris Johnson

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

- As we have been reporting for weeks now, the new TSA cargo screening changes will be taking effect August 1st. These new procedures will require changes for a number of our Airline partners. Both American and United will be requiring 4 hours cut off times at the airports, up from 2 hours. Other carriers such as Continental Airlines, have elected not to change drop times however, screening fees are likely to rise slightly on most airlines. As more info becomes available, we will pass it on. For questions, please contact me anytime at chris@cafgs.org.
- In other Airline News, Air Canada is offering NORCAL members special spot rates out of Los Angeles to various major destinations in Canada. To take advantage of these special low priced rates, please call Air Canada Customer Service at 310-646-0000 for you "spot" rate today.

NORCAL

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"We are on a mission to get more flowers from California to their destination 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"*

NORCAL MEMBER MEETING 2010

BY Kim Kudo—Kim's Flower Network, Inc.

In just a few weeks we will be gathering for NORCAL's Member Meeting at the beautiful La Costa Resort & Spa. Have you marked your Calendar? It's Tuesday, August 10th.

I know it's a busy time with employee vacations, sales and marketing meetings, and moving that entire seasonal summer product, but it's also the perfect time to get updated, educated and spend some time socializing with your peers.

Why not send your transportation person so they can receive the most current information about EDI, box standardization or new routing from the Airlines? An added bonus will be some awesome giveaways from some of our Transportation/Airline partners.

We'll start the day early with fresh coffee and a nice continental breakfast that you can enjoy while checking in with our vendors at the morning reception.

As a member of NORCAL, you can find out about our Association's tremendous new growth in membership this year. The times are changing and NORCAL is changing with them. Steve Dionne will spend time in the morning session bringing everyone up to speed regarding these latest changes.

Mike Crosby will spend some time talking about the progress made with the box standardization project. I think everyone will be surprised to see how efficient flower packing can be and the positive impacts it can have on our business.

FedEx will be providing a brief Question & Answer update regarding their latest shipping programs and incentives.

We will discuss the plans currently in place for our Floral Convention. It is now just one year away. We need volunteers for various committees. We welcome any fresh ideas that members can offer, and will appreciate their time and talents. Southern California and the La Costa Resort & Spa can offer endless possibilities to make this Floral Convention an amazing and unforgettable experience.

NORCAL members have donated and sent thousands of stems all over the country in an effort to promote our Association's mission statement which has been fantastic. We plan to share highlights of some of these generous donations that were made this year.

A fabulous Lunch, sponsored by FedEx, will then be served. You can relax, catch up with other members, and then be ready to enjoy the afternoon session.

The afternoon session will be spent learning all about social media technologies. Lynn Switanowski, from Creative Business Group of Boston, will instruct us all on how to use the latest marketing technology available. This technology is certainly not going away and is becoming more and more important in our industry. Therefore, why not send your marketing person or team to the Member Meeting?

We will finish up in plenty of time to cap off the day with a round of golf. A shotgun start is planned for 3:00pm on the beautiful south course of La Costa Resort & Spa. There are still spots available, so if you'd like to enjoy playing golf, please contact Joe Ortiz @ 831-933-5572.

In conclusion, I'd like to give a special thanks to all of the companies that have already signed up to attend the upcoming Member Meeting. Also, I'd like to express my tremendous appreciation to our members who have so generously donated to our Gold, Silver & Bronze levels of sponsorships. Please be sure to sign up and mark your calendars for August 10th. Can't wait to see you there!

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!