

February 1, 2010

Volume 2, Issue 5

**Transportation Corner
By Chris Johnson**

*This week's
Transportation News!*

- Like the other overnight carriers, OnTrac is also implementing their annual price increase for 2010. Beginning March 1st, our contract rates will rise by 3.9% (compared to 5.9% for other OnTrac accounts). Considering our rates are already discounted over 70%, this increase will be minimal. Look for our new rates and program information coming soon. Should you have any questions, please contact me anytime (760)-533-5580.
- In Airline news, American Airlines is enacting their holiday "Express Only" policy for flowers beginning February 1st running through February 14th. Please be sure to book all shipments Express, and indicate Tariff Code SCE 1403 on the air waybill.
- For our San Diego Members using Prime Logistics is asking shippers to either call for a pick-up, or make an appointment to drop off shipments at their location. This should help with the expected heavy holiday volumes. Growers Logistics is also offering special holiday pricing. Please call 831-786-1715 for more information.

NORCAL NEWS



"California Association of Flower Growers & Shippers"

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

NORCAL NEWS for 2010

By Chris Johnson—NORCAL

Can you believe a year has already gone by since we started the NORCAL News back in early 2009? It has been a good inaugural year for the NORCAL News, complete with a lot of very positive and insightful feedback from our membership and Board of Directors. I'd like to thank each and every Board Member for all their hard work and effort in contributing each week.

The short and simple weekly format seems to work well in getting the message across in an interesting and timely fashion. It has been especially helpful to me in regards to getting important transportation information out to members in a more interesting format.

But as with any publication, ideas on improvement and change are always on the horizon. This year, along with contributions from our Board of Directors and staff, we would like to open it up to our membership as well. Each month, we hope to have a contribution from one of our Floral Members as well as one from our Associate Members. We also welcome Industry guests to contribute from time to time. We feel the added perspective and variety will not only improve the NORCAL News, but also add further interest and readership as well. Now that we have almost 300 new Associate Members from across the country, increased readership is guaranteed!

So, I would like to put out a call to any and all Floral, Ag and Associate Members who are interested in contributing to the NORCAL News to contact me for more information. We will be happy to discuss any topics, schedules or ideas. Plus, any Member who contributes will get a small section in the NORCAL News to highlight their company message. Our publication schedule is limited, so don't wait too long to contact me.

Lets make 2010 a year to remember for the NORCAL News!

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

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