



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

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

## Transportation Corner By Chris Johnson

*This week's  
Transportation News!*

- FedEx reported late last week that they had a system-wide technical issue affecting many users when shippers attempted to price a shipment on FedEx Ship Managers (Café systems). This glitch has since been corrected. If you or any of your customers have questions regarding this issue, please call FedEx Tech Assistance at 1-877-339-2774.
- In OnTrac news, we are happy to report that OnTrac has waived the Saturday Delivery Surcharges (100%) for the 2 Saturday's leading up to Valentine's Day, notably Feb 6, and Feb 13.
- In Airline news, JetBlue is conducting a complete Booking System upgrade that will require closing all cargo operations down for maintenance January 28, 29, and 30. No cargo will be accepted on these days. Normal booking and operations will resume on Sunday, January 31. Please call JetBlue for more info at 310-559-5128.

## **Your California Flower Association Bucks the Trend.**

**By Jason Levin—Dos Gringos, A Flower Company.**

Good news! NORCAL has added 280 NEW companies as Associate members. I'd say that's a phenomenal number considering these economic times. It means we, as an association, have doubled in size. What's prompting this sudden growth you ask? Well, it can be attributed to our industry leading Fed Ex discount. It took us a full year to reach an agreement and we had to get creative in the process.

The outstanding rates that buyers of California products have enjoyed in the past are now directly linked to them allowing for the "Pass Thru Discount" to continue on. Hey, who doesn't like a good deal? Certainly these rates make new members happy to sign up to receive this and other discounts (UPS and airlines, to name a few) for very reasonable dues.

We have handled this promotion at a very grass roots level as members have discussed this with their California flower buyers. There are also checks and balances in place as every company is carefully screened before being accepted. That being said, we owe a very big thank you for the efforts of our team at the home office. Monnaie Castillo, Chris Johnson, and Linda Long worked tirelessly to get all these applications processed in time. Great job team!

If you haven't signed up yet or know of a company you believe should belong, the registration form is available at: [www.cafgs.org](http://www.cafgs.org). Let's keep the ball rolling all through 2010.

**Jason Levin serves on the NORCAL Board of Directors.**

## **NORCAL**

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