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Transportation Corner
By Chris Johnson

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

- In FedEx news, The Memphis Hub and flight operations experienced substantial disruptions last night due to severe thunderstorms. According to the FedEx Service guide provisions, the money-back guarantee is suspended for U.S. packages and shipments shipped domestically in the U.S as well as INBOUND to the U.S. from International locations. For more information please contact FedEx at www.fedex.com
- Just a reminder that the NORCAL Member Meeting is almost here! Join us on Tuesday, August 10th at La Costa Resort & Spa for our 2010 Member Meeting. This one day opportunity has the potential to enhance your company in a positive direction each and every day. So mark your calendar and plan to attend the 2010 Member Meeting today!

NORCAL

"California Association of Flower Growers & Shippers"
2901 Park Ave. Suite D-3
Soquel, CA 95073
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".

NORCAL NEWS



"California Association of Flower Growers & Shippers"

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

A Call to Action!

By Steve Dionne—United Floral Exchange

As the dog days of summer march on, it is common for folks in our industry to take a rare opportunity to create and implement new business initiatives, to attack those nagging tasks that reside somewhere near the bottom of everyone's "to-do" list, and to pursue any number of ways to enhance their business productivity in anticipation of the impending spike in business that typically arrives at the end of summer.

As the current President of NORCAL, I would like to make a special request that you include the NORCAL member meeting among your priorities for August. Your Board of Directors and staff have been busily preparing what promises to be a productive, informative, and entertaining day on the sun-soaked grounds of the magnificent La Costa Resort and Spa - the site of next summer's California Floral Convention.

As you are undoubtedly aware, 2009-2010 has brought significant changes to some of NORCAL's shipping programs - most notably with FedEx. We will be summarizing the parameters of the new program and discussing its impact on the association to improve everyone's understanding of the changes. Rick Perkowski from FedEx will be available for discussion and to provide FedEx's perspective on the new contract.

Mike Crosby of The Sun Valley Group will be providing more details on NORCAL's box standardization initiative, including demonstrations of how the standard boxes will pack specific flower varieties.

We will jump into a discussion of next year's California Floral Convention. Expect to find yourself recruited to be part of "Team California" as we orient the association and deploy our members' time and talent towards blowing the top off of La Costa in 2011!

We will feature news from a variety of industry partner-associations, including a review of the NORCAL-supported "Art Alive" which featured Rene Van Rems at the San Diego Museum of Art.

Then, after a delicious and relaxing lunch, NORCAL is proud to present Lynn Switanowski-Barrett and her presentation titled "Social Media in the Marketplace" on the opportunities to leverage Social Networking for a business of any size.

For those who would like to hit the links, we will have a 3:00 shotgun start on the challenging but magnificent South Course at La Costa (or, as I affectionately refer to it - "Where golf balls go to die"). So join us at La Costa on Tuesday, August 10 for what promises to be a great day of discussion, networking, and an all-around good time! And remember, Membership Makes a Difference!

Steve Dionne serves as President on the NORCAL Board of Directors

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!