

December 27, 2010

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Transportation Corner
By Chris Johnson

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

In FedEx News, I want to remind shippers that on January 3rd, FedEx will implement changes to rates, surcharges, and fees system-wide for 2011. Each member was sent details of the changes in an email last week. To quickly summarize, rates will rise an average of 5.9% for Express and Ground shipments. FedEx will partially offset these increases with lower fuel surcharge percentages for both Express and Ground. Our negotiated contract discounts and concessions stay in effect as usual. These new rates and other changes will be available on your shipping systems beginning January 3. However, if you would like a preliminary copy of the EXPRESS rates (I don't have GROUND rates yet), please contact me at the email below. If I can assist with any other shipping questions, please contact me anytime at 760-533-5580 or chris@cafgs.org.
Happy New Year!

NORCAL NEWS



"California Association of Flower Growers & Shippers"

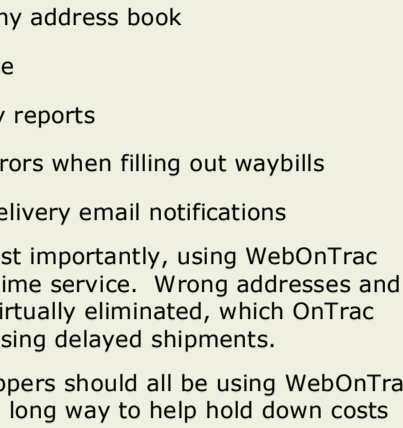
*Our Mission Statement:
"To get more flowers from California to their destination fresher and faster"*

Using WebOnTrac

**By Chris Johnson—Director of
Transportation, NORCAL**

When it comes to shipping flowers, it's hard to go wrong shipping with OnTrac. As our members have known for years, their service and rates make up one of NORCAL's best shipping options for flowers shipped in the Western U.S.

Over the years, OnTrac has consistently developed and allocated vast resources into state of the art technology, and presently offers WebOnTrac, one of the best online booking systems available. Shippers who use it can't say enough about how much it helps in the day to day management of shipments and information. The powerful and user friendly WebOnTrac is one tool our shippers really need to take advantage of.

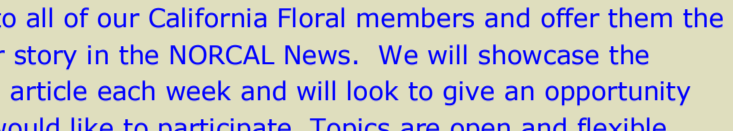


With that said, we still have a sizable number of member shippers still using paper waybills. The advantages of using WebOnTrac clearly outweigh the outdated method of manually preparing waybills. WebOnTrac offers shippers many benefits a few of which are listed below.

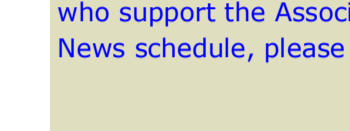
- Easily prepare shipping labels at your desktop
- Build your own company address book
- Schedule pickups online
- Access detailed activity reports
- Virtually eliminates errors when filling out waybills
- Offers shipment and delivery email notifications

Moreover, and perhaps most importantly, using WebOnTrac dramatically improves on-time service. Wrong addresses and inaccurate Zip Codes are virtually eliminated, which OnTrac states is the #1 culprit causing delayed shipments.

The bottom line is that shippers should all be using WebOnTrac. It's easy to use and goes a long way to help hold down costs and improve service for everyone. For more information on the many features and advantages of WebOnTrac and how it can benefit you, please visit www.ontrac.com or members can contact me directly at chris@cafgs.org.



November 2010



NORCAL
California Association of Flower Growers & Shippers
"Serving the Floral Industry Since 1941"

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

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**"We are on a mission to
get more flowers from
California to their desti-
nation fresher and
faster".**

Save the Date !

**Mark your calendar for
the 2011 California Floral
Convention July 20-23 at
the La Costa Resort and
Spa in beautiful Carlsbad
California.**

Member Invitation

We want to reach out to all of our California Floral members and offer them the opportunity to tell their story in the NORCAL News. We will showcase the member as the feature article each week and will look to give an opportunity to each member who would like to participate. Topics are open and flexible. Members can discuss their companies, product specials, seasonal offerings, history, industry news, company philosophy, employees...anything really that you would want fellow members to enjoy and/or know about. We have over 580 members nationwide, so your story will be widely read and best of all it's FREE. It's just one way that we can show our appreciation to the members who support the Association. For more information and to get on the NORCAL News schedule, please contact me at chris@cafgs.org.