



"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!**

- In FedEx news: Did you know as a NORCAL member you have some outstanding personal FedEx resources available to you. **Erika Casem, (650)-228-8387** is our special Account Representative assigned to NORCAL . She assists our Sr. Account Executive **Rick Perkowski (408)-540-9212** with NORCAL related FedEx issues. Both Rick and Erika are great assets to us and members are welcome to contact them if the 800 number (800-GO FedEx) or online resources, www.fedex.com cant help. And of course, I am always available to help members with any shipping issues, including FedEx, at (760) 533-5580.
- We also want to remind OnTrac shippers that our program also offers the option of using "Sunrise Gold". This service guarantees delivery by 8am (instead of 10:30am for Sunrise) for an additional \$10 per box. Be sure to check if your delivery area offers Sunrise Gold service. To ship, just indicate Sunrise Gold on the waybill. It's that easy.

FedEx Express Service Enhancements

Rick Perkowski—Sr. FedEx Account Executive.

FedEx Express now delivers by 8 a.m. to more ZIP codes than UPS Next Day Early A.M. and has doubled its FedEx First Overnight ZIP code coverage in the last five years. The First Overnight service has also expanded to include **Saturday Delivery**, enhancing the unmatched Saturday offerings of FedEx. Additionally, FedEx Express has also improved its on-call pickup window for customers, adding crucial time to the business day.

In a pinch on a Saturday? No problem

FedEx also continues to lead the market with convenient Saturday delivery and shipping options for customers with urgent needs or those looking for convenience on the weekend. These include:

- Delivery as early as 9:30 a.m. on Saturday with the newly-introduced FedEx First Overnight Saturday delivery, backed by a money-back guarantee
- FedEx Express delivery on Saturdays to areas covering more than 90 percent of the U.S. population
- Saturday Hold At Location service for FedEx Priority Overnight and FedEx 2Day service for convenient Saturday pick-ups
- Shipping and packing services at the more than 1,800 U.S.-based FedEx Office locations, most of which are open on Saturdays
- FedEx SameDay service offering same day pickup and delivery 7 days a week, 365 days a year.

Running late? We've got your back

FedEx Express has also added an hour to the daily on-call pickup time in more than 7,000 U.S. ZIP codes. For customers, this means approximately one additional hour in the business day to prepare last-minute shipments.

Please contact your FedEx Sr. Account Executive Rick Perkowski, for additional information at 408-540-9212.



NORCAL

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Flower Growers & Shippers"*
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**"We are on a mission to
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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.**

PRESS RELEASE

Lexington Florist to Supply Bouquets, Arrangements for 2010 Alltech FEI World Equestrian Games

FOR IMMEDIATE RELEASE

DATE: 8/18/2010

LEXINGTON, KY—37 days to go—Bouquets in the awards ceremonies and flower arrangements for the VIP and hospitality areas will have a Kentucky twist at the 2010 Alltech FEI World Equestrian Games.

The Best of Flowers, located in the heart of Lexington, will provide bouquets for awards ceremonies and flower arrangements for VIP and Hospitality areas as the Official Supplier and Preferred Florist of the 2010 Alltech FEI World Equestrian Games.

The 2010 Games are the eight world championships of equestrian sport and will be held for the first time in the United States September 25-October 10 at the Kentucky Horse Park in Lexington, Ky.

"We are excited to announce The Best of Flowers partnership," said Terry Johnson, VP of marketing and sales for the Foundation. "This event is about the competition, but also its pageantry and The Best of Flowers provide extraordinary arrangements and bouquets, and they are also a Lexington-based company which makes this partnership all the more special for our event."

In total, The Best of Flowers will supply more than 200 bouquets to be used in all awards ceremonies during the Games, and arrangements for the Maker's Mark Bourbon Village and in each of the four VIP holding rooms.

"We will be designing a bouquet that is colorful, bold, and beautiful to match the strength of the Equestrian Athlete that truly celebrates the winner," said Mary Jo Johnson, owner of The Best of Flowers. "It is our pleasure to feature the varied and unique cut flowers from the fields of California, with an emphasis on the magnificent sunflower. The Best of Flowers designs are rooted in nature and we will apply our expertise to enhance the beauty and pageantry of this challenging and festive occasion."

About The Best of Flowers

The Best of Flowers is a distinct destination for the highest quality and style in gifts for the home, garden, and for love. We feature specialty cut flowers, orchids, topiaries, European Gardens, exotic blooming and green plants and cash and dash bouquets. With our award winning event designers and wedding coordinators, we take our responsibility seriously and with great joy. "We are Celebrating 26 years of loving flowers and you!" Designing for you is our pleasure.

About the Alltech FEI World Equestrian Games

The Alltech FEI World Equestrian Games are the world championships of eight equestrian disciplines recognized by the Fédération Equestre Internationale (FEI). The Games are held every four years and this will be the first occurrence in the United States. Tickets to the 2010 Games are still available and can be purchased at www.alltechfeigames.com/tickets, at www.ticketmaster.com, through the Ticketmaster hotline at 1-800-745-3000, or at your local Ticketmaster outlet.

The Games will be broadcast on NBC Sports, which marks the largest commitment to network coverage of equestrian sport in U.S. television history. The 2010 Games are expected to have a statewide economic impact of \$167 million, and current sponsors include Alltech, Rolex, John Deere, Ariat International, Inc., Meydan, Kentucky Ale, and the University of Kentucky. For more information on the Alltech FEI World Equestrian Games please visit, www.alltechfeigames.com.

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