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Transportation Corner
By Chris Johnson

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

- In Airline News, American Airlines is joining United Airlines in requiring additional cut-off times at the airports in response to the new August 1st TSA cargo screening requirements. [General](#) cargo must now be tendered 4 hours prior to the desired flight. Express cargo cutoff times could be less. As the airlines fine tune their operations, these cut-off times should change. We will pass on any new information as it develops.

- In FedEx news, if any member has questions regarding FedEx invoices, please call [FedEx Revenue Services](#) for assistance. They can be reached at 800-622-1147. If you need assistance with technical issues, please call [FedEx Tech Support](#) at 1-877-339-2774. For NORCAL program information please contact me at chris@cafgs.org or 760-533-5580.

NORCAL

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"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"*

How To Tackle The High Tech Needs of Flower Growers and Shippers

By Johnny Costigan—Zumasys, Inc.

In today's business climate we are all focused on reaching more customers than ever before. The large floral firms have answered this call by providing websites akin to Amazon.com and automating as much of the business as possible. Though the world of a floral company is centered on flowers, the business is driven by computers. As the demand for computer technology increases, the need for those systems to be always available is paramount. Providing this level of service requires the most advanced technology in the computer world, creating a list of challenges for the small to medium sized floral business. What technology do we invest in? How much money should we, or *can we*, spend? Who will manage all this technology?

Zumasys is a full-service IT company based in Southern California, providing computer technology solutions to floral and produces companies. Zumasys' Application Hosting solution provides affordable access to the most advance technology available - including server virtualization, centralized storage, virtual desktop infrastructure and disaster recovery solutions – while providing the technical staff to manage all of your computer needs. How does it work?

All of your applications are relocated to a 100,000 sq ft data center with redundant power grids and Internet connections, retrofitted to survive earthquakes and other large disasters. Your applications are hosted on a multi-million dollar array of equipment that ensures the applications are always up, all the time. You access those applications, or your whole desktop, through the Internet – ensuring that you and your customers can always reach the information when it's needed. This is all paid for on a monthly contract as your business needs change.

Skyline Flowers of California, and Sieck Wholesale Florist, headquartered in New Jersey, are two of the many companies using Zumasys' Hosted solution today. "Zumasys provides our 130 users with fast, easy access to all of our applications which are housed in a secure data center. Productivity and communications have improved because all 8 of our locations share one common computing platform and we benefit from having a predictable monthly expense for our IT services", says Will Sieck, Partner at Sieck Wholesale Florists.

Staying competitive in today's market requires the most advanced technology available. That technology is now affordable for floral companies of every size. You can call Zumasys today to discuss Application Hosting and how it can work for your unique business. Zumasys manages your computers so you can stay focused on your core business – growing and selling world-class flowers.

Call 866-ZUMASYS to learn more.

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!