

April 5, 2010

Volume 2, Issue 14

Transportation Corner
By Chris Johnson

**This weeks
Transportation News!**

- Effective today, April 5th, JetBlue Cargo has a new cargo drop off location at LAX. The new address is: Lufthansa Cargo, 5721 W. Imperial Hwy, Los Angeles, 90045. If you have any questions, please call JetBlue Cargo at 310-559-5128.
- As Mother's Day quickly approaches, trucking schedules are now being issued. We will send out schedules as we get them starting tomorrow from Armellini Express, Prime Floral and Florida Beauty. This year, Armellini is issuing a general schedule as well as custom schedules for each of their customers. These detailed custom schedules can be found on their website by simply using your log-in. If you have any questions, please contact Andrew Muller at Armellini Express at 805-391-0525 for more information.

NORCAL NEWS



"California Association of Flower Growers & Shippers"

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

OnTrac Grows with NORCAL

OnTrac and NORCAL began their relationship late in the fall of 1998 and rolled out the program to NORCAL members in February 1999, right after the Valentine's Day rush. After a couple of months of learning about one another, OnTrac was selected by NORCAL as the carrier to continue the California FreshSaver Program. We met NORCAL on a typical sales call when they were located near the San Jose Airport. Timing was perfect as they had just started a search to switch vendors for the program. From the start, NORCAL and OnTrac saw a lot of potential in working together. Unfortunately, one major point of contention was the fact that OnTrac refused to handle perishable goods. After a couple of months of careful planning, our Chief Operating Officer agreed that we had put enough research into this program to give it the green light. With OnTrac's strong infrastructure in place, he knew we could make this work for everyone involved. Surprisingly, we never knew that this "program" would grow and expand as it has, and we are pleased to be part of it.

Together, we have grown this program by working together to make sure that OnTrac was able to meet the demands of moving such a highly perishable product. Handling cut flowers is not easy and very different from moving widgets or other nonperishable items. We learned how to handle flowers through our system from pick up to delivery. We also found ways to get any problem deliveries taken care of immediately to avoid spoilage and unhappy shippers and customers. Communication was and is the key that keeps this program moving in the right direction. With OnTrac's outstanding pricing and commitment to the flexibility needed for this industry, we now have a solid base of happy shippers and customers.

We are proud to be a part of NORCAL and continue to thrive as a company committed to excellence and serving our customers. OnTrac has sustained substantial growth each and every year since our inception in 1991. Much of this growth is because of the outstanding referrals we receive from our customers. We appreciate and say thanks to those that continue to support our superior service that keeps your customers happy!

NORCAL

*"California Association of
Flower Growers & Shippers"*
820 Bay Avenue, Suite 210
Capitola, CA 95010

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 desti-
nation fresher and
faster".**

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!