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Transportation Corner
By Chris Johnson

**This week's
Transportation News!**

- 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 meeting will give you the opportunity to expand and update your knowledge of new and existing programs that our Association offers. Registration for the meeting is \$25 per person which includes breakfast, lunch and all the day's events. There will also be a golf outing again this year with a shotgun start scheduled for 3pm. The cost for golf is \$100 per player which includes green fees, cart and the practice range. 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

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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"*

News from Alaska Air Cargo

By Dana Sorensen—Alaska Airlines Cargo Sales

Alaska Airlines Cargo is pleased to announce we will be exhibiting at the NORCAL Members Meeting this August. Please stop by and say hello and find out about our new service from SAN to HNL and other destinations we serve out of the following California airports: SAN, LAX, ONT, SFO, SJC, SMF and OAK.

Alaska Air Cargo has a long history of perishable shipping and has recently instituted a system wide cool chain training program that assures quality for the variety of perishable shipments we transport. We are one of the first air carriers to implement a special training program for employees who handle perishables, such as California Fresh Flowers, Seafood and Produce.

Every year, Alaska Air Cargo plays a significant role in supporting the Floral, Produce and Seafood industries. Last year, we flew more than 30 million pounds of fresh Alaska seafood to the Lower 48 states and beyond. While we don't carry quite the same volumes of flowers, the same care is given to every perishable shipment we fly.

Alaska Air Cargo operates the most extensive air cargo operation on the U.S. West Coast of any passenger airline. Alaska Airlines and Horizon Air, subsidiaries of Alaska Air Group, together serve more than 90 cities through an expansive network in Alaska, the Lower 48, Hawaii, Canada and Mexico.

We would like to thank NORCAL, and you the members, for years of support. We look forward to continuing to provide the quickest, most reliable way to transport fresh beautiful flowers to your customers. If you have any questions regarding Alaska Air Cargo and how we can best serve your company's floral transportation needs, please give us a call. We look forward to hearing from you.

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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!