

June 7, 2010

Volume 2, Issue 22

Transportation Corner
By Chris Johnson

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

- As the July 4th Holiday approaches, trucking schedules are currently being issued by our trucking partners. Today, we emailed Holiday Schedules for Armellini Express, Florida Beauty and Prime Floral. If you didn't receive your copy, please contact me anytime. As more schedules become available, we will forward them on to you.
- In other news, we also sent out our monthly Fuel Surcharge Summary today for the month of June. This handy summary lists various Fuel and Security surcharges for many of our carriers such as Airlines, Truckers and FedEx. If you didn't receive your copy or have any questions on how these surcharges affect your shipments, please contact me anytime at chris@cafgs.org or 760-533-5580.

NORCAL NEWS



"California Association of Flower Growers & Shippers"

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

Ideas for change

By DeeDee Meininger—Obies Floral

Usually businesses need to embrace new ideas, concepts and models from time to time. Some ideas make sense right away and some take time to develop and prove necessary. We might even resist ideas if at first they don't appear to fit in with business as usual. However, history tells us that we can and should continue to adjust because change happens and will continue to happen.

Ideas are the lubrication of change, improved technology, and the stimulus of new and improved industries. Some might suggest that the flower industry, as well as most industries right now, is in the midst of many changes. The flower industry has a strong association in NORCAL and that can help us through changes. Please always remember to provide your ideas for change to your Association as we all benefit from collective thinking. NORCAL members have the opportunity to guide their ASSOCIATION into the future. It is a great time for the ideas of many to come together and create changes that will strengthen and help us all as we head into our future. Please make plans to attend the upcoming member meeting and share your ideas for change.

I saw a billboard in San Francisco this weekend as I was walking away from AT&T Park (Go Giants!) that I would like to share with you. It simply said "Recession 101 – it is a test, not a final." I think we are passing the test.

DeeDee Meininger serves on the Board of Directors for NORCAL

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!