

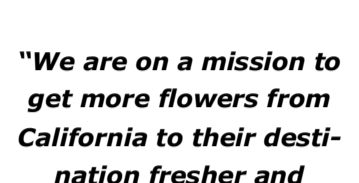
January 17, 2011

Volume 3, Issue 3

Transportation Corner By Chris Johnson

This week's Transportation News!

- In OnTrac News, A reminder that our new OnTrac rates will take effect February 1st. NORCAL members will only see a **3.9%** increase. Our favorable DIM factor and other special features will remain unchanged. We will send out an updated OnTrac/NORCAL program rollout, complete with our new rates this week. These new rates and program info will also be available on our website. For more details, please contact me directly at chris@cafgs.org
- In other OnTrac news, OnTrac has agreed to 100% waive the Saturday pick-up and Delivery fees for February 5 and 12
- In FedEx news, we want to remind member FedEx shippers that they are required to keep their FedEx account in good standing if they want to participate in our FedEx rate program. Members who are "cash listed" by FedEx, for any reason, will be contacted and removed from our account. Our heavily discounted rates are contingent upon our account staying in good standing with FedEx regarding receivables. If you have questions regarding our FedEx program/policy, please contact me for details.



NORCAL

"California Association of Flower Growers & Shippers"

2901 Park Ave. Suite D-3

Soquel, CA 95073

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 destination fresher and faster".



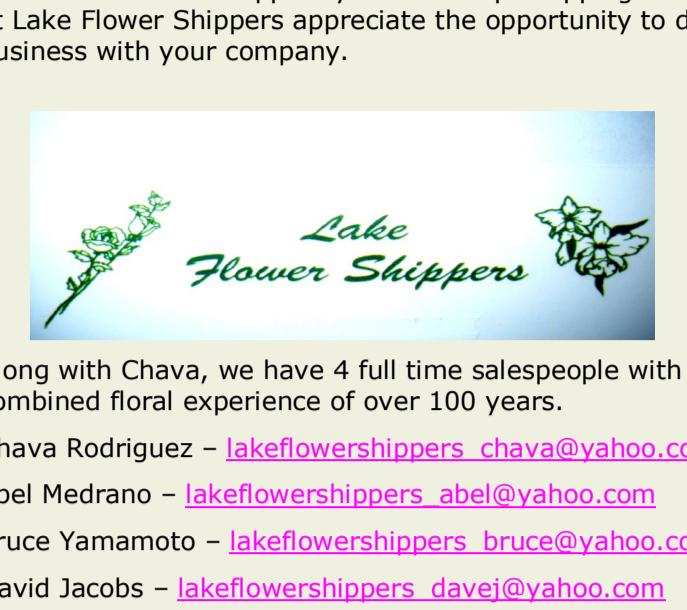
"California Association of Flower Growers & Shippers"

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

Member Profile: Lake Flower Shippers

Lake Flower Shippers, better known as Vanni Nursery and College Lake since 1950, has been a successful cut - flower business, that has been shipping quality fresh cut flowers and greens for over 60 years. In 1998, with a new owner, Salvador Rodriguez, aka, Chava, the name was changed to Lake Flower Shippers, Inc. Chava started working at Vanni Nursery/College Lake at the age of 15. With his hard work, commitment, and dedication throughout the years, he successfully became the new owner.

Lake Flower Shippers has now been in business for over 12 years and is still going strong. The same quality, dedication, commitment and hard work have made Lake Flower Shippers the successful business it is



today. Lake Flower Shippers, a full service wholesale house, is committed to supplying our customers with the best quality at the best price with great customer service. Make Lake Flower Shippers your one stop shopping. We at Lake Flower Shippers appreciate the opportunity to do business with your company.



Along with Chava, we have 4 full time salespeople with combined floral experience of over 100 years.

Chava Rodriguez - lakeflowershippers_chava@yahoo.com

Abel Medrano - lakeflowershippers_abel@yahoo.com

Bruce Yamamoto - lakeflowershippers_bruce@yahoo.com

David Jacobs - lakeflowershippers_davej@yahoo.com

Karl Reese - lakeflowershippers_karl@yahoo.com

Toll Free 866-940-9104

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.***

Member Invitation

We want to reach out to all of our California Floral members and offer them the opportunity to tell their story in the NORCAL News. We will showcase the member as the feature article each week and will look to give an opportunity to each member who would like to participate. Topics are open and flexible. Members can discuss their companies, product specials, seasonal offerings, history, industry news, company philosophy, employees...anything really that you would want fellow members to enjoy and/or know about. We have over 580 members nationwide, so your story will be widely read and best of all it's FREE. It's just one way that we can show our appreciation to the members who support the Association. For more information and to get on the NORCAL News schedule, please contact me at chris@cafgs.org.