

January 24, 2011

Volume 3, Issue 4

Transportation Corner
By Chris Johnson

NORCAL NEWS



"California Association of Flower Growers & Shippers"

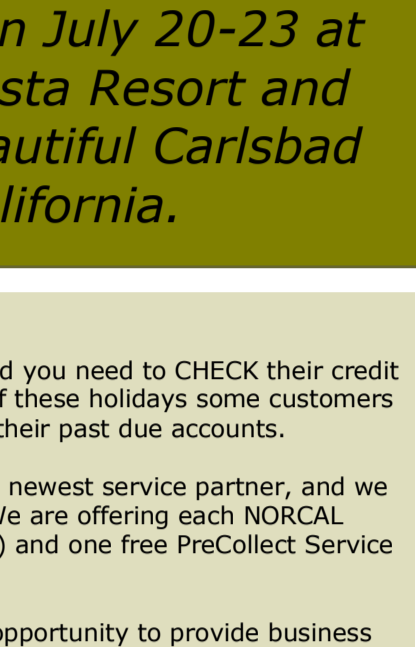
*Our Mission Statement:
"To get more flowers from California to their destination fresher and faster"*

FedEx Valentine's Day Shipping Reminders.

By Chris Johnson—Director of Transportation, NORCAL

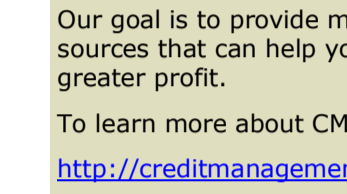
With Valentine's Day three weeks away, the busy shipping period is already upon us. Members have been gearing up for the holiday for some time now, so we would like to send out a few reminders to members shipping with FedEx. As with any busy period, communication is the key. Here are a few things to keep in mind.

- Be in touch with your local driver and FedEx Terminal. Advise them of any unusually large expected volumes. This will help them plan their routes to accommodate the extra loads. Many times, FedEx will dispatch extra equipment and personnel to make sure all the shipments move to the aircraft on time if they are notified.
- Since Valentine's Day falls on a Monday this year, shipments delivered MONDAY will need to be shipped on Saturday. There are NO pick-ups or deliveries on Sunday. Shippers will need to call FedEx (800-GO-FEDEX) to schedule a Saturday pick-up. They will not pick up without a request.
- Shipments need to be sent either Priority or Standard Overnight when shipped Saturday for Monday delivery.
- Pack your shipments to withstand a 2 day transit time if desiring Monday delivery (Valentine's Day).
- Please be ready on time. This will help to insure all shipments in the area arrive at the aircraft on time.
- Each year we ask FedEx to waive the Saturday pick up and Delivery surcharges for NORCAL. This year, FedEx is still in the process of approving the request. Once we hear back, we will notify members immediately.
- FedEx has a brand new look to their website, offering many new and significant improvements. For more detailed info, visit www.fedex.com.
- Lastly, members are welcome to contact me anytime for questions. Members can reach me at 760-533-5580 or chris@cafgs.org.



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.



NORCAL

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"We are on a mission to get more flowers from California to their destination fresher and faster".

Right now, new customers are asking for credit and you need to CHECK their credit history before selling. Depending on the success of these holidays some customers may delay payment requiring you to COLLECT on their past due accounts.

We are Credit Management Association, NORCAL's newest service partner, and we can help you Check & Collect to increase profits. We are offering each NORCAL member one free commercial credit report (Check) and one free PreCollect Service Account (Collect).

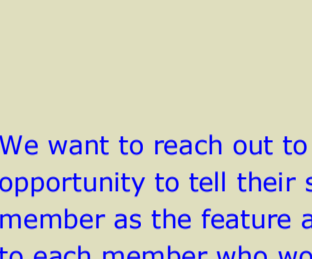
Credit Management Association is excited for the opportunity to provide business credit support to the members of the NORCAL California Association of Flower Growers & Shippers. CMA has served the business credit community for 125 years and has many years of experience working with flower growers through our National Wholesale Floral Credit Group.

Our goal is to provide members of NORCAL expanded access to services and resources that can help you better manage credit risk and collect receivables for greater profit.

To learn more about CMA and take advantage of our Check & Collect offer go to: <http://creditmanagementassociation.org/services/norcal/>

We look forward to working with you.

Respectfully,



Mike Mitchell, CAE
President and CEO
Credit Management Association

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.