

NORCAL™

California Association of Flower Growers & Shippers
"Serving the Floral Industry Since 1941"



NORCAL News

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This Week's Featured NORCAL Member



Mayesh Wholesale Florist is the preeminent wedding and event supplier in the United States. Founded in 1938 by Jack Mayesh, the Dahlson family acquired the business in 1978. Mayesh has remained family owned and operated ever since. Headquartered in Los Angeles, Mayesh supplies a large variety of fresh floral products sourced from premier growers around the world. The company has developed world class expertise in sourcing, logistics and fulfillment.

Recently, Mayesh decided to give its online presence a facelift starting with its website. The website has a brand new look and feel, and now houses a fantastic resource for all floral professionals, the [Flower Library](#). Mayesh's Flower Library is a great database of flowers with over 4,000 beautiful pictures and great information. Users can even click a Facebook "like" button for any product that really appeals to

them. The company strives to be very socially active on [Facebook](#) and [Twitter](#) and provide great content; for example, something simple as a product picture to more complex as their first e-book, "Valentine's Day Design Inspirations". If you visit their site, don't forget to visit their corporate blog too. The blog is fairly new, but you'll find great articles ranging from color trends to how to create a fan page.

In addition to changes made to the corporate website, Mayesh has also revamped its online buying tools site, <https://shopmayesh.com>. ShopMayesh is where registered customers can buy product by the bunch or box, and also place local orders and request price quotes, all online. It's very easy to register and users will find a robust inventory in a very intuitive interface.

Mayesh wants to make sure that it is available to its customers 24/7, give them the tools they need, and be a place of inspiration. Plans are already in the works to create more valuable tools, so be sure to stay tuned!

Website: www.mayesh.com








Email: mayesh@mayesh.com

Phone: 888-462-9374


[Locations](#)





Our Flower Library


-  All Flowers
-  Flowers by Color
-  Flowers by Group
-  Eco-Friendly Flowers
-  Flowers by Season
-  Awesome Blossoms
-  Featured Flowers


Search



[Acacia](#)



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[Allium Sicilum](#)

Transportation Corner

By Chris Johnson - Director of Transportation, NORCAL

- In FedEx News, FedEx has added a new envelope rate to our account. It's called the Bonus Weight Envelope Program. Under this program, members can now ship up to 1.5 lbs (normally 8 oz.) in a FedEx Envelope and still get charged our regular discounted Envelope rate. Shipments must be shipped through any current FedEx shipping system, in other words no written air waybills. Also FedEx will not cover damage to envelopes that have been overstuffed. For more info visit www.fedex.com
- Also we want to remind our FedEx shippers that members are required to keep your account in good standing if you want to participate in our

discounted rate program. Members who fall behind or are 'cash listed" by FedEx, for any reason, are subject to being removed from our account. Our discounted rates are contingent upon our account, as a whole, staying in good standing with FedEx regarding receivables. We all need to do our part in maintaining good individual account maintenance. If you have questions regarding our FedEx program and or its policies, please contact me for more details. Thanks.

- In OnTrac News, we would like to remind shippers that when shipping to a customer that you want billed by NORCAL, it is imperative to indicate that valid account number on the waybill. Failure to show the "bill to" account number will trigger the shipping charges to revert back to the shipper. We will no longer be able to rebill these types of errors. If you have any questions or need more information, please contact me for more details.
- Also when using paper waybills / manifests when shipping OnTrac, please remember to ONLY remove the middle yellow copy (customer copy). The TOP copy must remain intact on the shipment. Removing waybill copies other than the customer copy (yellow) causes input / data problems for OnTrac which will result in billing problems for the shipper.
- With the abnormally cold and wet weather across the nation, members need to keep in mind carriers will generally not honor claims that delayed or damaged due to bad weather. This is not new information but shippers should be aware and use care when shipping into areas affected by winter storms and hazardous weather.
- For more information, program details, questions or if you just want to chat, members are welcome to contact me anytime at:

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Fun N Sun Convention News!



Fun 'N Sun Weekend, California Floral Convention
July 20-23
Carlsbad, CA

Join us at the beautiful La Costa Resort & Spa in Carlsbad, California for an opportunity to meet your California Flower Growers & Shippers, network and see all of the hot new items that can only be found in California. As the premier floral convention in California, this year you will have a fantastic opportunity to gain new insights and develop and re-establish lasting relationships.

Some of this years convention highlights are:

- *The largest All California Floral Display and Floral Exhibits available in one location.*
- *Wednesday Golf Tournament at the luxurious Morgan Run Resort & Club in Rancho Santa Fe, CA*
- *Grower Tour*
- *California State Floral Association Presents: "A Gatsby Wedding" - Flowers Inspired By The Era That Gave Us Moderne.*
- *Thursday Night Flower Fair Pre-Show & Coctail Party*
- *Back by popular demand: " Fun 'N Sun Sports Zone Party"*
- *Meet your vendors at the California Flower Fair*
- *Industry Educational Sessions*
- *Come take advantage of the many networking opportunities with your wholesale peers that will help you navigate today's markets.*

[Click here](#) for the lastest Fun N Sun Weekend promotion ad

[Click here](#) for the La Costa Room Reservation form.

California Crop Update - Flower Specials from NORCAL Members

This new section of the NORCAL News is dedicated to our members. Our idea here is to provide a section that will feature floral specials and other crop or supply info. Members just have to let us know.

Share your excitement about your new product(s) with your contacts. Be sure to include availability date, product description, and price.

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

NORCAL / California Association of Flower Growers and Shippers

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