



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:



Obies Floral has specialized in growing roses, sweetheart roses and spray roses for most of our 77 years in business. Each winter we spend time in our 385,000 square foot greenhouse growing operation to improve and maintain the health of our rose plants. This is so that we can maximize our production of good quality roses during the busy spring and summer months. This year is no exception! We know that our customers depend on us especially in the Spring, Summer and Fall. We want our roses too look great when you need them for your special orders.



We have 24 varieties of hydroponically grown spray roses including several shades of white, peach, yellow, pale pink, pink, hot pink, lavender, red, champagne and some great bicolor combinations. We are often told that Obies spray roses are high quality and a good value in the marketplace. Of course, we also have many great hydroponically grown hybrid tea roses. Some of our most well known varieties include Milva, Bluebird, Avalanche, Black Bacarra, Black Magic, Sahara, Super Green, Milano, Vendella, Universe, Akito and Sweet Akito, Wow, Yellow Island, Suella, Olympia, Cherry Brandy and other popular choices. We hope our 75 rose varieties cover the spectrum of colors that you need and include some of your favorite rose varieties. We are sure to have exactly what you need or at least something very close to the color you need. You can see actual photos of each beautiful variety grown in our greenhouses on our web site www.obiesfloral.com

Please remember that we are here to help you even if you require just a small amount of our roses. To help you save on shipping costs, we can help you fill your box with our stephanotis, gardenia, green and varigated wedding ivy, hydrangea, curly willow or seeded eucalyptus. And if that is not enough, we have access to many fresh seasonal flowers from surrounding farms in this rich growing area of Santa Cruz County and Monterey County



We offer customized packing to get you the flowers that you need in the quantity and combination that you want. And, of course, we use all of NORCAL's shipping programs to help get our flowers to you fresher and faster.

Obies Floral has been in business in California since 1944, started by Orlando "Obie" Obertello in Oakland, CA. We are still owned and operated by the Obertello Family and are located about 8 miles from the ocean, half way between Monterey and Santa Cruz on the Monterey Bay where the growing climate is excellent. Our summer is cool due to the seasonal foggy days and the winters are extremely mild with days often in the 70 degrees. We can easily be found at 255 Coward Road, Watsonville. Coward Road intersects Highway 129 between Highway 1 and Highway 101.

Sales Contacts are Ronnie Obertello, Rigo Medrano, and DeeDee Meininger at 888-313-6423. Our fax is 831-728-0493 and emails can be sent to Ronnie@obiesfloral.com Web site www.obiesfloral.com



Transportation Corner

By Chris Johnson - Director of Transportation, NORCAL

- In FedEx news, FedEx has developed a new Express 2 Day service that offers guaranteed delivery by 10:30am 2nd business day and 12pm to most rural areas. Currently, we are working with FedEx on this new service and will have more information as it becomes available. Drop me a line if you care to discuss or if you think this new service would be of benefit to you and your company. Thanks.
- With the price of fuel rapidly fluctuating these days, I will be issuing the Fuel Surcharge Summary twice monthly now to help keep members more up to date with Fuel Surcharges when it comes to the carriers within our industry. Look for the next Fuel Surcharge Summary around the 15th of the month.
- In OnTrac news, we want to remind members that we have a SAG (Special Accounts Group) representative available to our membership. Stacy Barbre is a special agent that can help with a wide variety of issues, everything from tracking and tracing to help with waybill preparation. She is a valuable asset to our account so members should keep her contact information handy. You can reach Stacy at 800-334-5000 x 4579.
- 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. Please note that FedEx does offer a variety of tools designed to help customers manage receivables. If you have questions regarding our FedEx program, and or its

policies, please contact me for more details. Thanks.

- For more information or if you need any assistance, please feel free 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 year's 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.*

Convention Room Rate Special:

\$199.00 per night

Buy 3 room nights at La Costa and receive your 4th night FREE, compliments of NORCAL.

[Click here](#) for the latest 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 venue that will feature floral specials and other crop or supply information from our membership. Members just have to let us know if they any of these types of updates, and we will then post them in this Norcal News section.



* Bumper Crop of Green Center Sunflower from *Dos Gringos* in March and April. (photo above)

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

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