

April 7, 2014

In This Issue

- * [Member of the Week](#)
- * [CalFlowers unveils New Website](#)
- * [Transportation News](#)
- * [CalFlowers Booth Stands](#)
- * [Legislation Day Success](#)
- * [What's In a Name](#)

New Members

We are pleased to welcome following new members to CalFlowers.

Ozark Floral Distributors,
Rolla, MO

Brookside Orchids
Menlo Park, CA

Bloominous, Inc,
Los Angeles, CA

Boulevard Florist
Lawndale, CA

California Association of Flo Growers & Shippe Board of Directors

Mike Franzoia
California Flower Shippers

Featured Member of the Week

FELINS®
Bundling Solutions Since 1921

Why Felins? Why Bunching?

Felins® - manufacturer of bundling and bunching machines has been in business since 1921 and is a proud member of the California Association of Flower Growers & Shippers. We have our roots in the agriculture business when family farms found the tying machine to be a major time saver, allowing them to get their produce to market faster and fresher.

Growers and wholesalers still find major efficiencies with the new generation of Felins bundling options. Grading and bunching time is greatly reduced compared to hand rubber banding, hand tying or twist tying, taping, or other forms of securing bunches or bouquets. See a demo video here https://www.youtube.com/watch?v=2EkyYsTTRf0&feature=player_embedded - it will take less than a minute of your time to watch.



The operator can gently secure a bunch of vegetables or flowers and add plastic sleeves along with plant food packets. Fewer repetitive motion injuries are recorded also, saving lost

President

Robert Kitayama
Kitayama Brothers
Vice President

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Kim's Flower Network, Inc.
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Pat Mullen
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The Sun Valley Group
Director

Steve Dionne
WAFEX, USA
Director

Erik Van Wingerden
Myriad Flowers Internationa
Director

Mike Mooney
Dramm & Echter, Inc.
Director

Bill Tafoya
Fiorebella, Inc.
Director

Ben Dobbe
Holland America Flowers, L
Director

Lisa Filice
Regional Farms, Inc.
Director

time and workers' comp claims. The Felins Off-Set Pak-Tyer® is used in many aspects of the agricultural industry to:

- * Bundle onions, herbs, lettuce and other produce
- * Tie bare roots
- * Bunch bouquets, stems, greens, other floral material
- * Tie Indian Corn

One floral wholesaler uses the Pak-Tyer and wishes his suppliers did too. Read his story here: [Add Value to Bunches.](#)

Other solutions include automatic rubber banding machine (ARB) for fresh produce growers, (bunch green onions), and banders for packaging fresh herbs in clam shells or plastic pouches.

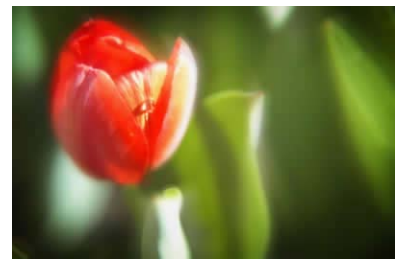
Process speed helps our customers meet volume demands and the gentle elastic ties or precise tension banders decrease product waste by holding stems securely yet gently so stems, blooms and foliage are not damaged during transit.

Want more information?

Contact us at www.felins.com, or send an email to sales@felins.com.

If you want to speak with one of our bunch, call us. We'll be happy to talk to you
414. 355.7747 or 800.842.5667.

FELINS®
Bundling Solutions Since 1921



CalFlowers

CAL  FLOWERS™

California Association of Flower
Growers and Shippers

We are please to report that around the middle of March the Association's updated and redesigned website went live!

Like any website, it's a work in progress. This site has updated content and some new features and functionality making it easier and faster to update. Perhaps the most exciting new feature is the "member portal". This feature allows you to add content directly to your company-member profile with company news, products, whom to contact at your

1500 41st Avenue, Suite 24
Capitola, California 95010

company, etc. Think of it as a flexible member directory. This feature is not available yet, but will be shortly.

We are also featuring a "Featured Flower" on the home page.

Right now we're featuring the Sunflower. This submission is by Lynn Moss, AIFD. We'd like to feature a "favorite flower" each month. We'll take them from AIFD designers, or growers. If you have a favorite, or you've got an "in-house" designer who would like to describe their favorite California flower, we'd be delighted to feature it. Please contact Michael LoBue at: lobue@cafgs.org.

Take a look at the site: www.cafgs.org (same address as before) and let us know what you like, what you'd like to be changed, etc. We can't promise that all requests will be handled, but we'll try!



Transportation News

- As a reminder, there are no major schedule changes from our long haul trucking partners or Airlines for the **Easter Holiday**. Schedules will run on a "normal" basis.
- **Mother's Day Schedules** are now becoming available. Florida Beauty's Holiday Schedule will be available Tuesday, April 8. Armellini's Mother's Day Schedules are available at their website. As more schedules become available, we will send them out.
 - [CLICK HERE](#) for Prime Floral's Mother's Day Schedule.
- FedEx has 100% waived the Saturday Delivery Surcharges for the Saturday prior to Easter Sunday, April 19th. April 12th will have our usual 50% off of Saturday Delivery.
- Our OnTrac Heavyweight (palletized) pricing is now available and in effect as of March 4 2014. The pricing structure has changed for Heavyweight to a Zone Based format. For information and guidance on our money saving OnTrac Heavyweight program, please contact me for details.
- Did you know CalFlower members have a special FedEx Customer Service desk? Its true! Now CalFlower members have access to one of the best benefits of FedEx. YOUR team of customer service representatives reside in Sacramento, CA and offer services Monday-Friday 7am to 5pm. To reach your special FedEx team, just call 800- GO-FedEx and press 9 after you hear "how may I help you". Enter your nine-

digit account number and you will be transferred to your SCR team members. We encourage members to call with any priority issues. For more information on this special FedEx benefit, please contact me anytime.

- We have a new Special Accounts Group representative for OnTrac. Please welcome Julie Tipton. Julie is very familiar with our shipping parameters and special needs. She can help with tracking, tracing, troubleshooting, as well as many other customer requests. Members are encouraged to contact Julie when needed at 800-334-5000 x 4672 or at jtipton@ontrac.com
- Agricultural sticker reminders. Members shipping product on carriers should have all the appropriate stickers and certificates clearly labeled and visible on all packaging. Failure to display the proper certifications / inspection labels run the risk of your shipment being held for inspection. For the latest information on required shipping certificates / labels etc, please contact your local Ag inspectors office.
- Have you ever wanted to quickly price a FedEx shipment without having to log into FedEx.com or look up your rates manually? FedEx offers a handy rate calculator that is a snap to use. Its a simple tool that stays open on your desktop that gives you real time account specific rates. Meaning, you can quickly price shipments without having to look them up. To get your "FedEx Desktop Rate Tool", please call FedEx Tech Support (1-877-339-2774) or our rep Rick Perkowski (408-540-9212) for more information.
- We want to remind OnTrac shippers that any adjustments to your OnTrac invoices can only be made up to 60 days from the invoice date. After 60 days, we regret that changes or adjustments can no longer be made. Thank you.
- As an ongoing weekly reminder, CalFlower members are required to keep their accounts in good standing with FedEx in order to participate in our discounted FedEx program. Payment on your FedEx invoices are due in full no later than 15 days from invoice date. All FedEx invoices are net 15 days. Invoices remaining unpaid after this period will be considered "past due" and at the discretion of CalFlowers / FedEx, your benefits can be jeopardized and your account can become inactive due to past due invoices. Members who fall behind or are "cash listed" by FedEx for any reason, are subject to being removed from our FedEx account. If you are removed from our FedEx account you will have to pay a re-instatement fee to CalFlowers in order to be linked up again to our discounted shipping rates. Our discounted rates are contingent upon our account, as a whole, staying in good standing with FedEx. FedEx offers a variety of tools designed to help customers manage payables. If you have

questions regarding FedEx billing policies, please contact FedEx Revenue Services at (800)-622-1147 for more details. Thank you.

Chris Johnson
Director of Transportation
CalFlowers / NORCAL
760-533-5580 - Phone
760-744-9217 - Fax
chris@cafgs.org



CalFlowers Booth Stands Out at World Floral Expo.

We would like to thank the following CalFlowers members for generously donating floral products to our booth at the World Floral Expo in Chicago last week. Our booth looked fantastic and we received a great many compliments from attendees on the exquisite quality and variety shown at the booth. The show was a huge success for us and again we want to thank each and every member who donated the product that keeps California first!

B & H Flowers, Inc.
CallaCo.
CalMex Wholesale Growers & Shippers
Dramm & Echter, Inc.
Dos Gringos
Euforia Flowers
Ever-Bloom, Inc.
Farmers West Flowers & Bouquets, Inc.
Florabundance
Green Valley Floral
Hilltop Flowers, Inc.
Holland America Flowers, LLC
Joseph & Sons, Inc.
Kendall Farms

**Kitayama Brothers, Inc.
Mayeda Cut Flower Company
Maximum Nursery, Inc.
Mellano & Company
Myriad Flowers International, Inc.
Ocean Breeze International
Ocean View Flowers
Quality Ivy
Rainbow Protea
Rudvalis Orchids
Schubert Nursery, Inc.
Skyline Flower Growers
The Sun Valley Group**



California Floral Industry 2014 Legislative Action Day Huge Success!

The California State Floral Association (CSFA) joined together with the California Department of Food and Agriculture (CDFA) and legislative and agriculture leaders for a celebration of California Agriculture Day on Wednesday, March 19th at the State Capitol.



A special thank you to our Ag Day Co-chairs, Allan

Nishita and Marty Espe, Floral Fresh, Inc. for all their efforts in procuring the tremendous volume of gorgeous product that was distributed to every attendee waiting in line. CSFA would like to thank the California flower industry for donating the beautiful legislative bouquets. A huge thank you to the following schools and their students that designed over 3000 bouquets which were passed out at the event: Delta High School, Elk Grove High School, Esparto High School, Liberty Ranch High School, Pleasant Grove High School and Woodland High School. Karen Genoud AIFD, CCF, Mt. Vernon Florist, and her staff created the gorgeous designs that were delivered to the Governor, Lt. Governor, President Protem, Speaker of the Assembly and the Secretary of Agriculture, as well as the brilliant designs that graced the stage at the Capitol.



CSFA Board Members and FFA Volunteers Meeting in Governor's Office on Ag Day.

The day began with the students visiting the office of Secretary of Agriculture, Karen Ross. It was truly a delight to observe Secretary Ross with all of the student volunteers. She expressed her appreciation for all that they do every day as Ambassadors for California Agriculture. CSFA FFA volunteers met in the Governor's office and made emotional heartfelt pleas asking that the Governor and all Members of the California State Legislature support high-quality Agricultural Education in California through continued funding of the Agricultural Education Incentive Grant Program. All those in attendance were in awe of the tremendous outpouring from the students.



CSFA President, Wilton Lee, Greeting Ag Day Attendees.

Ag Day 2014 was a huge success. Approximately forty-six booths were set up on the West side of the Capitol showcasing the wonderful diversity of agriculture in California. This is a highly anticipated activity for not only the Legislative staffers but others with offices in the downtown area. Products including strawberries, cheese, deviled eggs, and tri tip sandwiches could be sampled. However, as the long lines confirmed, the tradition continues with the CSFA booth being the favorite choice of attendees as they waited in line to take home a bouquet of beautiful California grown flowers!



CSFA President, Wilton Lee, noted, "What a tremendous

opportunity it is to be able to participate in California Ag Day and have so much fun distributing all of the flowers to over 3000 people who attended and visited our booth. The goodwill that was demonstrated by the California Floral Industry was priceless!"

The day closed with a "Salute To Ag" legislative dinner hosted by Ag Association Management Services Inc. and thirteen of our I Street Associations including CSFA met at Mulvaney's in downtown Sacramento. Wilton Lee, Jim Relles, Alicia Relles, Monnaie Castillo and Ann Quinn represented CSFA at this Legislative Dinner. Dennis Albiani and Debbie Murdock, brought together several Legislators including Senator Andy Vidak and Assembly Members: Christina Garcia, Chris Holden, Jim Patterson, Henry Perea, Sebastian Ridley-Thomas, and Rudy Salas to mingle and get to know our members and learn more of the issues that are of concern to us. There was a high energy level in the room and all would agree that it was a very successful event.

The California Floral Industry would like to thank the following companies for their generous donation of beautiful product for this event:

Legislative Action Day
2014 Product Sponsors

A & M Flower Growers Inc.
CallaCo.
Casitas Garden
Coastal Floral
Dos Gringos
Ever-Bloom, Inc.
Flora Fresh Inc.
Glad-A-Way Gardens
Green Valley Floral, Inc.
Growers Logistics
Hilltop Flowers Inc.
Holland America Flowers, LLC
Joseph & Sons, Inc.
Kitayama Brothers
Mayeda Cut Flower Company, Inc.
Mazzanti Carnation, Inc.
Mellano & Company
Myriad Flowers International
Newport Wholesale Floral
O & J Growers
Ocean Breeze
Oku, Inc.

*Pacific Growers
Rainbow Protea
Resendiz Brothers
The Sun Valley Group
West Flower Growers, Inc.
Yamashita Flower Farm*

2014 Legislative Action Day

Sponsors

On behalf of the California Floral Industry,
we would like to thank the following companies
for co-sponsoring this event:

*Cal Flowers/Norcal
California Cut Flower Commission
California Flower Shippers, Inc.
California State Floral Association
Duane Rose
Flora Fresh, Inc.
Growers Logistics LLC
Master Florists Association
Mt. Vernon Flower Shop
Relles Florist
San Francisco Brannan Street Wholesale
Teleflora
Wilton Lee*

Each Legislative office was delivered a bouquet of flowers
with the following information displayed in each bouquet:

California Flower Industry

- **Farm Gate sales of California Flowers and foliage is approximately \$261.3 million**
 - **250 flower growers and approximately 20,000 floral outlets in California**
 - **California accounts for 80% of domestic production**
 - **Retail Florist sales are in excess of \$1 billion per year**
 - **There are approximately 2000 retail flower outlets in California**
 - **Cut flower industry has a \$10.3 billion economic impact on the State's economy.**
-

What's in a Name?

When that name is NORCAL it turns out there's a great deal to the name. But, times have changed and so has the California Association of Flower Growers & Shippers. It's time for an updated nickname to reflect these changes and to position the organization and the industry for the future.



We're not asking the members to do anything in particular, except to do your best to use CalFlowers in place of NORCAL. The association itself has the exact same name: "California Association of Flower Growers & Shippers," (which has been the case since 1993) and all dues checks should still be made to that name. But mostly, don't be confused when staff uses the new nickname.

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