

Hawaii Florists & Shippers Association



February 2004

The President's Message

Happy New Year to everyone! 2004 is certain to be a great year for members of the Hawaii Florists & Shippers Association. We're heading into the new year with an excellent board of directors. You'll find a complete list of the board of directors on page 3 of this issue.

From the administrative standpoint, HFSA is doing extremely well. We have received our articles of incorporation, revised our bylaws, and we're in the process of achieving non-profit status. As a non-profit organization, HFSA will enjoy several tax benefits, including exemption from federal income taxes. We have also covered ourselves with insurance.

Our board will soon be considering a new FedEx program of cargo rates for non-floral commodities. If our board approves participation in this program, HFSA's Transportation Committee would oversee the promotion, marketing, and implementation of the program.

We are attempting to improve and streamline our compliance agreements with the U.S. Department of Agriculture, Animal and Plant Health Inspection Service, and Plant Protection and Quarantine.

Members of the HFSA Regulatory Committee recently held productive meetings with officials of those agencies.

Mr. Vernon Harrington, who is the Hawaii State Plant Health Director, has been very open to our requests. Mrs. Cori Pohle, our Regulatory Committee Chair, provided the report on page 3.

In December, members of the HFSA Legislative and Regulatory Committees visited with Mr. Bill Hawks, USDA Undersecretary, during his visit from Washington, D.C.

His wife, Diane, accompanied him. HFSA representatives joined Hawaii Tropical Flower Council, Hawaii Export Nursery Association, and representatives of government and industry for an evening with Mr. and Mrs. Hawks at the Green Point Nurseries Kurtistown location on the Big Island. We were told that we have a friend

and supporter in Mr. Hawks and that he will do whatever he can to support Hawaii Agriculture.

We extend our heartfelt thanks to Vernon Harrington, Ms. Sandra Kunimoto, Hawaii Department of Agriculture Chairperson, Dr. Dennis Gonsalves of PBARC, Ms. Diane Ley, Deputy to the Chairperson, Dr. Lyle Wong, Dr. Arnold Hara of UH-CTAHR, Mr. Kelvin Sewake, County Extension Agent, and many others for helping to make the evening so successful! Thank you, Mr. Bruce Morehead, Legislative Chair.

A design workshop is scheduled in Hilo February 28 and 29. You'll find an article about the event on page 4.

If you would like to get involved in an HFSA activity, please contact a board member or call me directly at Greenpoint Nurseries, Inc. (808) 959-3535 (telephone) or 959-7780 (fax), gpn@worldnet.att.net (email). I look forward to seeing you soon.

Support Hawaiian Agriculture!

Eric S. Tanouye

Eric S. Tanouye, President, HFSA

HFSA Will Not Sponsor April Event

Contrary to information contained in the October issue of this newsletter, HFSA will not sponsor the floral design show that will be held at the Waikoloa Beach Marriott in Waikoloa on April 17.

The Hawaii Tropical Flower Council will sponsor the show.

The floral design show will be part of a larger event, the Big Island Best Expo, which will feature an agriculture trade show, a value added product fair, farm and nursery tours, and more.

HFSA Celebrates Year of Progress at 2004 Shinnenkai

HFSA members and their well-wishers celebrated another year of progress when they gathered at Nani Mau Gardens outside Hilo for the 56th Annual Shinnenkai on Saturday, January 24.

The festive evening of fun, food, and fellowship was highlighted by the introduction of our honored guest, John Ramsey, of Kailua, Oahu. John has been the editor of the HFSA quarterly newsletter for the past eight years. His creativity and patience with a board of non-writers is deeply appreciated!

Also on the program was the installation of the new board by State Senator Lorraine Inouye. New faces include Greg Braun of Asia Pacific Flowers and Joy Seto of Pacific Floral Exchange. A floral competition featuring several local florists was held. The winner was

decided by a people's choice vote of all attending, and the first-place winners were Sam and Toni Bayaoa of Flowers by Kona Scent. Second place went to Kui and I Florists. A silent auction of all the floral entries raised money for the

HFSA Scholarship Endowment. In addition to the silent auction, Master of Ceremonies Darrin Carlson, "DC" of B97 radio fame, did a wonderful impression of a real auctioneer to hustle bids on a beautiful dried protea wreath by Cori Pohle of Valley View Protea. These proceeds also went directly to the HFSA Scholarship Endowment.

Charter members Ben Inouye, Raymond Suefuji, and John Kodani were recognized. Ben Inouye and Raymond Suefuji were in attendance, and Sadako Kodani represented her husband, John Kodani.

DC did his usual outstanding job as master of ceremonies, and wonderful music for the fun evening was provided by Rupert Tripp. We're already looking forward to next January's event!



This entry by Kui & I Florists took second place in the competition.



Toni Bayaoa with her entry that won first place in the floral competition.



In the photo at left, State Senator Lorraine Inouye (standing at left of podium) conducts the swearing-in ceremony for members of HFSA's new board. A list of the officers and directors for 2004 appears on page 4.

A Vice President takes a look at *the Busy Months Ahead*

By Cori Pohle, Maui Vice President and Regulatory Chair

'Growing Dreams' Show Scheduled

"Growing Dreams," the annual flower/fashion show fund raiser for Maui Youth and Family Services, is in the planning stages and will be held on July 17, 2004, at the Fairmont Kea Lani.

The theme this year is "Arts and Flowers" and will be incorporating the artworks of 10 renowned artists who will create vessels for designer Rene Van Rems to make arrangements in.

HFSA has been a major contributor to this event since its inception three-and-a-half years ago, and HFSA members are proud to note that Maui Youth and Family Services serves to shelter young people in need from all the islands.

HFSA, State Official Address Flower Industry's Concerns

Acting on concerns from our members statewide, HFSA President Eric Tanouye and Big Island Vice President Bob Raley met recently with Vernon Harrington, State Plant Health Director, USDA, APHIS, PPQ, to discuss a standardized compliance agreement statewide and other issues that concern our industry.

Mr. Harrington informed our committee that there has been a standardized compliance agreement in place since February 2001.

Shippers who have applied for their stamp since that time are covered under this new agreement. Those who had already received their stamp would still be following the agreement that they would have signed at that time, previous to February 2001. Shippers whose stamps expire will be under compliance of the new agreement (February 2001). If members have any questions, please feel free to call Cori Pohle, Regulatory Chair (808) 878-2758. Mr. Harrington wanted to stress to our industry that he would like to

Protea Conference Slated for April

The International Protea Association will hold its biennial conference in Melbourne, Australia April 3-7, 2004.

The theme will be "Competing, Cooperating, and Caring."

Protea growers from Maui who will be going "Down Under" are Annie Cross and Jim Heid, Carver and Maureen Wilson, and Cori and Richard Pohle.

Pam Shingaki from the University of Hawaii Ag Station in Kula will also attend, as will Dr. Ken Leonhardt of the University of Hawaii, Manoa.

Anyone interested in more information can access the Web site at ipa@conferencestrategy.com.au or call Cori Pohle at (808) 878-2758.

have a policy of open communication and hopes that we can have a collaborative relationship when future issues arise. He would like to improve the image of the government agencies and make the relationship between USDA and the agriculture industry a friendly

one. We are in the process of streamlining the existing compliance agreement to be more efficient. We are very pleased that we have made a positive start in our relationships with USDA, APHIS, and PPQ.—*Cori Pohle, Regulatory Committee Chair*

Here are the names and telephone numbers of the HFSA Officers and Board Members for 2004:

President	Eric Tanouye	959-3535
Vice President (Hawaii)	Bob Raley	968-6228
Vice President (Maui)	Cori Pohle	878-2758
Vice President (Oahu)	Janet Kosaka	988-3521
Vice President (Kauai)	Bruce Morehead	742-9989
Secretary	Norma Watt	968-6468
Treasurer	Yvette Hata	966-9240
Director	Richard Kodani	968-6004
Director	Eleana Castro	959-3475
Director	Greg Braun	965-9570
Director	Joy Seto	966-4727
Director	Raymond Suefuji	964-5358

FedEx Update

HFSA members are exempt from the FedEx price increases announced in January. Members receive special custom pricing that will not expire until October 10, 2004. There are surcharge changes that will affect all FedEx customers starting January 26, 2004.

1. FedEx will now apply the dimensional weight (dim wt) formula to all boxes, including boxes under 1 cubic foot (12x12x12). Boxes under 1 cubic foot used to be exempt. FedEx charges you the higher of either dim weight or actual weight.

Dim wt.=LxWxH/300 Domestic express shipments
 Dim wt.=LxWxH/166 International shipments
 Dim wt.=LxWxH/194 Domestic freight shipments

2. New Oversized package surcharge. I believe the deep "coffin" box is your largest box and this box will not be impacted. Please let me know if any of you are being charged this surcharge. Boxes that fit the following metrics will be charged a minimum 90 lb rate plus a \$30 surcharge.

US packages exceeding 109" in length or 130" in "length and girth" will be rated as an oversized package. Length and girth = L+2W+2H.

3. HFSA members are in the second year of a two-year contract, due to expire October 10, 2004. I'm receiving many requests to make the new contract start in June 2004 instead of October 2004. This will help many in planning their marketing brochures and pricing material well before the Christmas peak season. Please express your thoughts to Bob Raley, HFSA Transportation Committee chairperson. See previous newsletter for phone contact info.

Although the winter has been a cold one, especially during this past Christmas, HFSA members still shipped a record volume in December 2003. FedEx service level was also 99.2% on time for HFSA members. Thanks for your support and I hope FedEx performed well for all of you. Please send any comments or questions to me at dmelnikov@fedex.com.--David Melnikov, FedEx Account Executive, (808) 982-8312 (f) 982-7732.

Members' TDI Rates Lowered as of Jan. 1

The Hartford Insurance Group, which has been writing HFSA's temporary disability insurance rates for several years, has lowered its rates effective January 1, 2004. The rates are as follows:

Less than 30% female—\$.38/\$100

31-60% female—\$.42/\$100

61% and over female—\$.57/\$100

The lower rates became effective for existing policies effective January 1, 2004. If you have any questions, please contact Stan A. Kinoshita & Associates, Inc., at (808) 935-2888, extension 27 for Stan Kinoshita or extension 23 for Carolyn Costa.

Creative Design Workshop Slated

Hitomi Gilliam, AIFD, well known instructor in floral design, will conduct a two-day design workshop in creative design at the UH-Hilo campus center on February 28 and 29.

All the proceeds will go to the UH-Hilo golf team.

Kui of Kui & I Florist at (808) 961-9143 can provide further information.

Hawaii Florists & Shippers Association
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