

Hawaii Florists & Shippers Association



October 2003

The President's Message

HFSA board members have stood the test of many challenges this year and expect to move up to new levels of accomplishment in the months ahead. It's time to elect board members for the coming year—so don't fail to submit your ballot you will be receiving in the mail.

We're encouraging prospective members to join HFSA right now and begin enjoying the benefits, monetary and otherwise.

Transportation Committee Chair Bob Raley reminds us that FedEx rates rose by approximately 3 percent as of October 10 under terms of the agreement that became effective October 10, 2002. HFSA members should take advantage of the new freight service and special rates cited in the FedEx Update by David Melnikov on page 4.

As you know, current members must renew before December 31, 2003 to receive a 10 percent discount. Those who renew on time pay only \$90. Those who renew after December 31 must pay \$100. There's a membership renewal letter on page 2 of this issue. Please clip at the dotted line and mail the bottom portion with your

check to HFSA, P.O. Box 5640, Hilo, HI 96720.

We continue to encourage other components of Hawaii's agricultural industry to join us in supporting to the HFSA Scholarship Endowment Fund we established with a \$50,000 contribution to the University of Hawaii Foundation. Organizations and individuals wanting to contribute to the fund should telephone Kelvin Shoji at (808) 956-4146 or email him at shoji@hawaii.edu.

Thanks largely to the efforts of Norma Watt, our Web site chair, our Web site—hfsa.net—is up and running. (See the story on this page.) Make use of your Web site! You'll find a wealth of helpful information there for you.

In order to cope with challenges within our industry, we're revising our bylaws and articles of incorporation and modernizing our insurance program. We are grateful for help we are receiving in the legal and insurance fields from Newton Chu of Torkildson Katz Fonseca Jaffe Moore & Hetherington, Brian Iwata of Taketa Iwata Hara & Associates, and Stan Kinoshita of

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Our Web site is ready to start making your life easier

By Norma Watt

The new HFSA Web site www.hfsa.net is now up and running. Set up to provide information about HFSA and its activities, it will shortly (in time for this year's renewals) allow on-line application, renewals, and credit card payments.

'Home' and 'About us' pages give information about the association, its mission statement, and the list of officers and directors.

'FedEx' will keep an update on services as well as contact numbers for David Melnikov and for the transportation chair.

'Newsletters' will allow for on-line reading of current and past issues of the HFSA newsletter.

'Scholarship' gives the application address, eligibility and requirements and soon will give a direct link to the

application form.

'Events' provides information about upcoming activities such as Golf, Shinnenkai and Shows, as they approach. Each of the links to individual events provides pictures. (See the 2003 golf winners.)

'Members' gives application information and directly submitted new membership form as well as a renewal form. Credit cards will be usable on-line for applications as well as for special events.

Our Web site, usable now, will continue to be a work in progress as we add more links and find the best way to make it a workable site.

We will ask for your email addresses on the renewal forms so that we can notify everyone on important updates and current events. **Check it out.**

Hawaii Florists & Shippers Association

P.O. Box 5640
Hilo, HI 96720

Dear HFSA Member:

It is time to renew your membership for the year 2004. As in the past, early renewal will be rewarded with a 10% discount; if paying BEFORE December 31, 2003, your dues will be \$90.00. The deadline for all payments is January 31, 2004, after which your name will be dropped from our mailing list and your FedEx discounts will be immediately discontinued.

Please make sure your checks are in the amount of \$30.00 for associate membership (you do not get the FedEx discount rates) or \$100 for full membership (\$90 for full membership if paid before December 31, 2003). Mahalo from the members of your Membership Committee.

MEMBERSHIP RENEWAL

Please print or type

Company/Organization _____

Contact person _____

Mailing Address (street/PO) _____ City _____ Zip _____

Physical address _____

Phone: Business: _____ Home: _____ Fax: _____

FedEx# _____ E-mail _____

Type of membership: Full member (\$100) (\$90) (before December 31)

Associate member (\$30)

A Vice President takes a look at *Design Shows*

By Janet Kosaka, Oahu Vice President and Show Committee Chair

The Hawaii Florists and Shippers Association has been one of the major sponsors for Maui's Growing Dreams annual floral design and fashion show.

Growing Dreams 2003, "Fun, Flower, Fashion, Food, Fantasy" was held at the beautiful Fairmont Kea Lani Hotel in Wailea, Maui on July 12.

Dutch-born internationally recognized floral designer Rene van Rems thrilled and awed the audience with his creative wisdom and wit.

He demonstrated his magical wonders using tropical flowers and foliage as well as mainland-type spring flowers—all locally grown—

from the Big Island and Maui.

The "sold out" event of 350 attendees enjoyed a display of four special wedding vignettes from three Maui fashion designers as Rene thrilled the audience with his floral expertise demonstrating wedding floral usages as well as flowers for everyday and special occasions.

Due to the tremendous demand not only from those who experienced Rene's unique creations at this year's Growing Dreams 2003, Rene has agreed to be the featured designer for Growing Dreams 2004, "Arts and Flowers," scheduled for July 17, 2004.

The Hawaii Florists and Shippers Association was once again involved

with another floral design show presented on August 29 on the island of Kauai.

Although HFSA played a smaller role in assisting with some of the tropical flowers, Bruce Morehead, Vice President of HFSA for Kauai, was instrumental in co-chairing this event.

Floral designers were from Kauai (including the Mayor of Kauai) and a designer from Oahu who put together floral arrangements of tropical flowers from Kauai and the Big Island.

This annual event took place at the Kauai Farm Fair. Due to the success of this year's design show, plans are underway for another design show next year with a different venue.



Here's a sampling of the photos that Mitchell Silver took at the Growing Dreams 2003 floral design and fashion show. Pictured at top right is Rene van Rems himself. The other photographs show some of his outstanding floral designs.

—Photos © Mitchell Silver



FedEx Update.....

- 1) **HFSA agreement**-The second year of the two-year agreement starts on October 10, 2003. An approximate 3% increase in rates will take place on this date. HFSA members will continue to be waived from the following surcharges:
 - Courier pickup- \$4.00/pkg
 - Residential delivery- \$1.40/pkg
 - Additional handling- \$5.00/pkg (applies to boxes over 60 inches in length)
 - Delivery Area surcharge-\$1.75
 Additional benefits:
 - Saturday delivery- \$2.50 (80% off list rate)
 - Dim divisor remains at 300
 - Perishable claims coverage for damages, shipment has to be one day late

- 2) **Announcing new Freight Service and special rates for HFSA members.** (Honolulu & Hilo airports only). Contact Roy Bodnar (808-839-6920) or rbodnar@fedex.com to schedule.
 - Airport to Door Service (HNL pickup available)
 - Monday-Friday frequency
 - 1-3 day commitment
 - Skids or air containers accepted
 - 151 minimum weight
 - 48Lx48Wx64H standard skid size, special arrangements for other sizes.
 - \$ 0.68/lb (50% discount!!!!)
 - \$186 minimum charge
 - Oahu Shippers- \$50.00 surcharge applies
 - 194 dim divisor
 - Fuel surcharge applies
 - Special Hilo-Los Angeles rates available. Contact me for details.

- 3) **Potted orchids to Canada**- FedEx has lifted the restriction on shipping potted orchids to Canada. Cut flowers and potted Orchids are now allowed to Canada. Restrictions apply, call me or email me for details.

- 4) **Automation update**- Both shipping platforms offer powerful tools, such as shipment notification and delivery notification to four email addresses. You can also choose the "signature required" option to override a "recipient release".
 - New **FedEx Ship Software** is available for your PC. Processes your shipments off-line; works fast with dial-up modem connection.
 - Shipping at **fedex.com** is also available for those with DSL/Roadrunner service.

- 5) **Invoice update**- You can now process your invoices on-line and pay by check.
 - **Invoice On-line** has been updated to accept check payments. Previously an electronics fund transfer was required. Replace your paper invoices by going to fedex.com and register at "My FedEx". Take the "Invoice Online" tutorial to see how easy and convenient it is to process all your invoices online.
 - **Directlink** is an invoicing software solution for higher volume shippers. It offers more integration capabilities and more customized reports.

- 6) **PC Choice program**- Great deals on HP and Dell computers, thermal printers and scales through our partnership program. Type "PC Choice" in the search field at fedex.com for more info.

- 7) **FedEx "OneCall" customer service support**- High volume shippers have dedicated customer service support. Approved members have been contacted. Approved members can reach this service by calling 877-291-2642. Bonnie Bail, Honolulu based OneCall rep, can be reached directly at 808-838-5048.

- 8) **Email addresses**- Please send me your email address to add to my distribution list. I will keep you posted on local service issues.

I've attached a sample of the 10/10/2003 discounted mainland rates. Thank you for your continued support of FedEx. I look forward to a smooth and successful peak season. Regards

David Melnikov, FedEx Account Executive, (808) 982-8312, dmelnikov@fedex.com

Exciting floral design show coming up this spring

Spring of 2004 will be an exciting time for HFSA members.

On April 17, HFSA will produce a floral design show at the Waikoloa Beach Marriott in Kona on the Big Island.

The show will feature a world class designer, creating beautiful arrangements using Hawaii's vast array of exotic flowers.

The design show will be a part of a larger event, "The Big Island Best Expo."

In addition to the floral design show, the Expo will feature an agriculture trade show, a value added product fair, farm and nursery tours, live entertainment, hula dancers, and more.

Buyers of fresh produce, exotic fruits, flowers, and manufactured foods are being invited to see and sample all the wonderful products being produced on the Big Island. The general public will also be welcomed by the Marriott for the day, so the community can join in on the fun.

If all of these activities are not enough to get you to attend this great event, maybe this will. We will be joined by over 50 professional football players, their families and friends. The 7th Annual Kona Marlin and Golf Tournament will take place simultaneously with the design show and Expo.

Tournament Director John Herkenrath said, "The players are excited about all the wonderful activities taking place at the Marriott, and they are looking forward to visiting the venues and meeting the companies and community."

Janet Kosaka, the HFSA Show Committee Chair, is hard at work on the show. Ms. Kosaka did a wonderful job earlier this year on the Maui design show, and we are all looking forward to another success. If you have questions about how you can participate or attend, send an email to the new HFSA website and request the information.

There will be more on the Expo in the next newsletter.

See you at the Expo!—*Richard Nelson*

Classified Ads

Please remember that short classified advertisements (buy-sell-rent in content) are free to HFSA members in good standing.

Send your text of 100 words or less to Jan Genz, P.O.

Box 1042, Mountain View, HI 96771, at least two weeks prior to the next newsletter's publication. Industry can buy a business-card-size ad for \$25 an issue, same deadlines.

Puna Kamali'i Flowers, Inc.

Employing / Training Mentally Challenged People
Newspaper Shredding / Packing Recycle Service / Ti Leaf Sales

- State of Hawaii, Department of Education
- Licensed Private Trade, Vocational, or Technical School
- 2001 Akepa Award Winner



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Kea'au, HI 96749

Email: orchids1@gte.net FREE DELIVERY
Tom / Vicki Nelson 982-8322 Fax 982-8544

Green Point Nurseries, Hilo, Hawaii

Wedding Orders * Special Events * Conventions
* Incentive Travel * Summer Luau

We have a new Flower and Foliage buyer. Her name is Phoebe Anderson. Anyone who has products to sell, please call her at 959-3535 Extension 26.

Telephone 1-800-717-4456 * Fax 808-959-7780
Email gpn@worldnet.att.net

President's Message

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Stan A. Kinoshita & Associates.

What's more, we've been meeting with officials of the U.S. Department of Agriculture in an attempt to promote uniformity in regulations at airports throughout the state and streamline our procedures.

We are very happy to authorize a \$1,500 expenditure to help sponsor the Air Cargo Symposium to signal our support for our partners in the air. The money helps sponsor this important opportunity for our air cargo partners to discuss critical issues in air transportation.

We're also helping to underwrite a floral design project at the Kona Marlin and Golf Tournament to be held at the Marriott Hotel in Wai-koloa April 16-20, 2004. HFSA members will be invited to sell their products on site. Watch the next newsletter for more information.

Our Show Committee, chaired by Oahu Vice President Janet Kosaka, is doing an excellent job. (See the story on page 3 about the latest Maui Growing Dreams design and fashion show.)

Eric Tanouye

Here are the names and telephone numbers of the HFSA Officers and Board Members for 2003:

| | | |
|-------------------------|----------------|-----------------|
| 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 | Claudia McCall | 928-6456 |
| Director | Jan Genz | 968-8631 |
| Director | Yvette Hata | 966-9240 |
| Director | Richard Kodani | 968-6004 |
| Director | Richard Nelson | 966-7306 |
| Director | Eleana Castro | 959-3475 |
| Director | Carol Farias | 966-7427 ext.21 |

Important Bulletin

Your membership renewal letter is printed on page 2 of this issue. *No additional copy will be mailed to you—so be sure to use this copy to renew your membership in HFSA for another year. Please mail the letter soon—along with your membership dues.*

**Hawaii Florists & Shippers Association
P.O. Box 5640
Hilo, Hawaii 96720**