

One Horn Transportation

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FOR IMMEDIATE RELEASE

Constant Reinvention Earned One Horn Transportation Ranking Among 50 Fastest Growing Women-Owned/Led Companies

Growing through the Great Recession, a Company Transforms Itself and Is Recognized by The Women Presidents' Organization and American Express OPEN Award

Wayne, NJ (May 1, 2012) – [One Horn Transportation's](#) "Constant Reinvention" strategy continues to pay off as The Women Presidents' Organization (WPO) and American Express OPEN ranked the One Horn Transportation among the 50 Fastest Growing Women Owned/Led companies in North America. The 50 companies were honored at the WPO's annual conference in Atlanta, Georgia on April 26th.

Over the past seven years, One Horn has completely reinvented itself from a trucking company that owned its own tractor-trailers to an agent-based transportation brokerage owning no equipment and operating across the country using a virtual business model. The Company had a core group of strong customer relationships, but bringing on new direct customers was a slow build. In the summer of 2010, One Horn embarked upon its new agent-based strategy that jump-started its growth.

"Our Agent-Based model enables us to grow much more quickly than pursuing the long sales cycle strategy of signing on new house accounts," said Cheryl Biron, President and CEO of One Horn. The Company initially pursued a strategy of direct sales, but now the new model enables One Horn to sign on freight agents with their own books of business, so the agents grow their businesses, leveraging One Horn's expertise and operating license. This shortens the sales cycle and accelerates the Company's rate of growth.

Operating efficiencies are key to enabling One Horn to grow with minimal fixed costs. "I designed our proprietary software package from the agent's and dispatcher's point-of-view, so they can more efficiently handle more loads per day," said Louis Biron, COO of One Horn. This proprietary software package has also helped keep fixed costs low, as there are no licensing fees involved.

Leveraging its entrepreneurial culture, One Horn continues to look to new ways to innovate, evolve, and reinvent itself for continued growth.

About One Horn Transportation

One Horn Transportation provides trucking and logistics services to manufacturers and distributors of fresh and frozen food, industrial materials, and consumer goods throughout the United States and Canada. Founded in 2005 by *Fortune 500* executives turned entrepreneurs who wanted to leverage their big corporate expertise to build their own business on their own terms, One Horn has evolved from an asset-based carrier to a pure brokerage, shipping full truckloads on temperature-controlled, dry van, flatbed and oversize tractor trailers. Honesty, Responsiveness, and Reliability are our core values. Visit: <http://www.onehorn.com>.

Also, connect with us on **LinkedIn**, http://www.linkedin.com/company/one-horn-transportation?trk=ppro_cprof, **Facebook** <http://www.facebook.com/pages/One-Horn-Transportation/245894155475455> , **Twitter** <https://twitter.com/#!/OneHornTrans> , and **YouTube** http://www.youtube.com/watch?v=Q99C1_OWnEw

About the Women Presidents' Organization (WPO)

The WPO is the premier peer advisory organization connecting women who own multi-million dollar companies. In monthly meetings across four continents (North America, South America, Europe, and Africa) chapters of 20 women presidents – from diverse industries – invest time and energy in themselves and their businesses to drive their corporations to the next level. Local WPO Chapters are coordinated by a professional facilitator and meet monthly to share business expertise and experience in a confidential setting. Visit: <http://www.womenpresidentsorg.com>.

About American Express OPEN[®]

American Express OPEN is the leading payment card issuer for small businesses in the United States and supports business owners with products and services to help them run and grow their businesses. This includes business charge and credit cards that deliver purchasing power, flexibility, rewards, savings on business services from an expanded lineup of partners and online tools and services designed to help improve profitability. Visit <http://www.OPEN.com> .

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