

Keep on Truckin'

A better-stronger-faster mindset drives this entrepreneur.

Cheryl Biron, president and CEO of One Horn Transportation, knows what it takes to steer her business toward success. Since acquiring the Wayne, N.J.-based transportation brokerage firm a decade ago, Biron has had nothing but green lights.

In 2014, One Horn climbed nine spots to rank No. 33 among New Jersey's 50 fastest-growing companies and leapt from 49th to 24th among the fastest-growing, women-owned businesses in North America.

In 2005 Biron and her husband, Louis, were anxious to team up and run their own company. She paired her background in consumer marketing with his extensive management experience at ground and air freight firms. Both excel in finance and accounting duties. She holds the company's top spot, while Louis sports the title of chief operations officer.

"After having looked at about 50 companies in trucking, moving and warehousing, we purchased the assets of

One Horn," Biron recalls. "Adopting the freight agent model enabled us to accelerate our growth. And using social media and blogging, I have built our image in the industry to make One Horn a very desirable place for agents to work."

"We believe that our customers are partners. Together

we work to help them service their customers," she says.

About the only time Biron applies the brakes is when she pauses to put on a pair of skis and zips down steep slopes. To her,

skiing provides the perfect prescription for rejuvenation.

The couple also find time to be active in the Entrepreneurs' Organization's branch in New Jersey. Biron shares her ups and downs with other EO members. "I bring my challenges to my forum and have gotten very interesting perspectives from other entrepreneurs who have been through similar situations," she says.

For a decade, Biron has thrived in a male-dominated industry. She advises other women who hope to do the same to heed three signposts of advice.

1. **Go for it!** Don't worry that you're outnumbered in your field. Demonstrate your skills to be successful.
2. **Network away from the office.** Many business relationships develop during non-business hours while engaging in non-business activities. So pick up golf or go for a beer after work.
3. **Project confidence.** During meetings, your unique perspective can be an advantage.

"Great entrepreneurs look at how they can do it better-stronger-faster," Biron says. "Being open to change is key to constant improvement. This also requires a willingness to take ideas from subordinates, peers, learning events and books."

—Arden Moore



COURTESY OF ONE HORN TRANSPORTATION

One Horn provides trucking and logistics services to manufacturers and distributors of industrial materials, fresh and frozen foods and consumer goods throughout North America.

Confidence-plosion 2015

81%

Bootstrapped entrepreneurs anticipating their **businesses growing faster** this year.

67%

Bootstrappers **hiring more people** in 2015 than they did in 2014.

—Mainsail Partners' Bootstrap Sentiment Survey Report