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## Blue Ribbon Transport

### MEDIA FACT SHEET

Blue Ribbon Transport (BRT) is a growing third-party logistics and IT company that specializes in High Service supply chain solutions for the food and beverage industry.

From its modern offices in a refurbished horse barn at Fort Harrison in Lawrence, BRT works to ensure shipments of produce, food and beverages get to some of the nation's largest retailers, including WalMart, Sam's Club, Kroger, Meijer, Target, Marsh Crocers, Aldi, Gordon Food Service, Walgreens, Dollar General and more.

Since CEO David Frizzell joined the company in 2004, BRT has experienced double-digit annual revenue growth. Frizzell attributes BRT's success to two factors:

- ◆ BRT's High Service Culter, which aims to delight customers with every transaction, communication and interaction with everyone in the company.
- ◆ BRT's Core Focus, which provides a unique environment where "Bad Ass" people can make a massive impact.

<b>Founded:</b>	1994. Originally started as Caito's in house traffic department running in-bound
<b>CEO:</b>	David Frizzell (hired in 2004; named CEO in 2010)
<b>2015 Revenue:</b>	Multi-million dollars; 250% increase from 2004 revenue
<b>2015 Loads Per Week:</b>	More than 900 (up from 140 in 2004)
<b>Clients:</b>	200
<b>Current Employees:</b>	85 (up from 3 in 2004)

#### Accolades

- ◆ Only large logistics provider that has an "if you're not happy with our service, it's free" guarantee.
- ◆ Name to the prestigious Food Logistics' 2015 Top 100 3PL & Cold Storage Providers in the country list.

#### Services

Truckload- While BRT's specialty is produce, food and beverage transportation, its dedicated carriers haul anything and everything. The firm offers frequent shipments between the Midwest and Southeast and the country's major produce-growing regions.

Warehouses—As part of its logistics services, Blue Ribbon operates temperature-controlled warehouses in Indianapolis; Newcomerstown, Ohio; and Lakeland, Fla.

Logistics— As a third-party logistics company, Blue Ribbon helps clients solve shipping and transport challenges.

## **Leadership**

David Frizzell has served as president and CEO of BRT since 2010. He joined the firm as logistics coordinator in 2004, and was promoted to director of operations in 2007. A member of the Young Presidents Organization, David also serves on the YMCA's Advisory Board. The New Jersey native is married with three children, and he is an enthusiastic New England sports fan.

## **Office**

BRT began operations on Indianapolis' east side and, after a significant growth, made a more than \$1 million investment by purchasing a horse barn from the former army base at Fort Benjamin Harrison. The company worked with Brian C. Schubert of DkGr Architects to convert the barn to a modern, urban space with a wooden half-court basketball floor (right), gym seats, doors and moldings from an old school building.

## **Future Growth**

BRT's 85 employees have outgrown its current 19,000 square-foot office and the firm is in the process of purchasing another 10,000 square-foot horse barn next door. The purchase will more than double the company's space and allow it to recruit an additional 65 employees by 2020.

## **Community Giving**

Community involvement is a part of the BRT culture. In 2015, the company donated more than 200 hours of employees' time for community service and invest more than \$7,000 in non profit organizations. In 2016 the company has already donated \$16,000 to \$20,000 to non profit organizations in the community.

A few community projects from 2015 and 2016 follow.

- ◆ Employees participated in the Greater Lawrence Chamber of Commerce Better Together event, where they stuffed more than 200 backpacks with school supplies for the Lawrence Army Reserve families and put together Red Cross comfort kits for disaster relief efforts. They also participated in a Great Lawrence Chamber-sponsored community cleanup at Belzer Middle School in Lawrence.
- ◆ Employees adopted a Belzer Middle School family for Christmas and held an on-site clothing drive to support Belzer families in need.
- ◆ Collected and donated toys for the annual Toys for Tots program.
- ◆ A member of the Fort Benjamin Harrison YMCA Advisory Board, CEO David Frizzell pays BRT employees' registration fee and 30 percent of the monthly Y membership for employees and their families.
- ◆ A BRT team participated in the March of Dimes' March for Babies walk on May 14, 2016 in which the employees and the company match program raised over \$1000.00.

## **Internal Culture**

BRT has a group of individuals comprised of volunteers from various departments that meet bi-weekly to discuss employee concerns and plan activities in and out of the office to enhance moral and company culture. Activities include cookouts in which management provides and cooks lunch, company lunch pitch ins, Holiday decorating and ugly sweater contests, chili cookoff, St. Patrick's Day Scavenger Hunt, BRT 500 office chair races, family picnics, Family inclusive Indianapolis Indians games, 4th of July Cookout, and the charitable activities mentioned above.