

Kirsch Transportation Shifts into High Gear



Jeremy Becker, VP New Business Development, is part of the Kirsch Transportation Services staff responsible for scheduling between 10,000 and 20,000 loads per year.

Building and maintaining strong customer relationships has been a trademark of Matthew Kirsch and Camilla Moore Kirsch, co-founders of family-operated freight management company, Kirsch Transportation Services, Inc., for over 12 years.

Working out of home offices, the Kirsches orchestrated the cross-country delivery of goods on flatbed trucks and vans owned and operated by third-party carriers. At that time, she lived in Atlanta, Georgia, while he lived in Omaha.

"We started firing on all cylinders pretty quickly," recalled Camilla Moore Kirsch, company president. "Many of the traffic departments across the country run fairly lean, so the ability to outsource deliveries to a company like ours and trust us to handle the job really worked well."

Within the company's first year, Matthew Kirsch rented a small office in Bellevue and was joined by his brother, John, while Camilla remained in Atlanta. At the end of three years, they had added four employees.

Seven years ago, the company consolidated its operations in an office complex in Glenwood, Iowa, where today the staff of 22 logistics specialists use the latest computer technology and a proprietary software system to process an annual volume of up to 20,000 loads.

"Technology is an essential component of optimizing our operation. We partnered with Jeff Dugger and his team at Omaha-based Builder TREND Solutions Inc. to develop a proprietary freight management system. Our software is customized so we can process everything online," explained Matthew Kirsch, VP and General Manager of Operations. "All of our operating

systems, including our customer and carrier databases, can be accessed from our smart phones or home computers and should anything happen to our office complex our data is completely protected."

With annual growth of 25 to 30 percent in recent years, the company operates 24 hours a day, seven days a week coordinating deliveries across the U.S. and Canada. Major clients include household names such as Lowes, Home Depot, AT&T and

generations of family members who worked in the transportation industry. Camilla's father, Gerald Moore, and her grandfather, Clyde Moore, taught them integrity and the importance of maintaining close customer relationships.

"Customers still want to meet with you face to face, so we're out there visiting them constantly," Matthew Kirsch noted. "We're traveling three to five times a month to cities all over the U.S."

The Kirsches also understand the importance of having a strong financial partner who shares their plans for future expansion, which is why they handle all their banking transactions with First National Bank.

"First National saw our vision and believed in what we were doing. They're always interested in how we're doing and excited about our success," said Camilla Moore Kirsch.

Citing First National's role in transitioning their company to business banking, Matthew Kirsch credited the bank with helping Kirsch Transportation maintain its A+ credit rating with the carriers they do business with. "That's just one of the reasons we appreciate our relationship with First National," he added. "They've been a great partner."



Matthew Kirsch and Camilla Moore Kirsch outside their office in Glenwood, Iowa.

Kiewit Construction. Two years ago, Kirsch Transportation was certified as a woman-owned company by the National Women Business Owners Corporation.

The Kirsches attribute their success to experience gained from five



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