



AIT Worldwide Logistics – Baltimore Station Celebrates 20 Years in Business



The Baltimore location of AIT Worldwide Logistics is celebrating its twentieth year of business providing customers global transportation solutions.

On April 15, 1980, Colonel Richard Goldsborough, his son, Hooper, daughter, Betsy and her husband, Ed, founded Patriot Air Freight. They built their business on a mere \$16,000 with just 2 vehicles and very little credit with the airlines.

In its infancy stages, Patriot Air Freight operated out of the second floor of an office building. Hooper and “The Colonel,” as he was fondly known, took charge of sales, Betsy ran operations, and Ed did the driving. Freight was exchanged in the parking lot and the business moved only a couple shipments per day for a handful of customers. Despite their early precarious position, the four entrepreneurs remained persistent in establishing a steady stream of business for themselves. When Hooper and Betsy’s father, a retired Air Force Colonel, passed away in 1987, the three remaining partners began looking for a franchise with which to establish a solid partnership.

They were guided by the Colonel’s advice: Be forthright and honest in your business dealings and allow yourself to find fun and

enjoyment in your work. “Being honest is absolutely critical, because at the end of the day the only guarantee you can truly make to your customers is that no one is going to intentionally lie to you in order to get your business,” said Betsy. “Furthermore, if you aren’t having fun and finding fulfillment in your job then you shouldn’t be running the business.”

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Those two simple pearls of wisdom not only became the mortar for their own business philosophy, which remains the backbone of their organization today, but also served as

the driving force behind their search for a franchise partner 20 years ago.

That search ended with AIT Worldwide Logistics, a company that was incepted in 1979 by co-founders Dan Lisowski and Steve Leturno, two hardworking young men who seemed to encompass and embody Hooper, Ed and Betsy’s same vision and belief systems.

“Dan and Steve’s story was strikingly similar to ours,” said Ed. “They were young, optimistic, and ambitious, and their business was characterized by trust, honesty and service excellence. It seemed like an ideal marriage between the two companies.” With Hooper at the helm as President, that partnership began on May 15, 1988, when the AIT-BWI independent contractor station officially opened its doors for business.

Approximately 20 years, 4 offices, and 22 additional employees later, the BWI station currently maintains a customer base consisting of 400 accounts – ranging from those who ship only once or twice a year to those who ship every day. Since the summer of 2004, the station has been operating out of a state-of-the-art transportation center with 7 dock doors and a spacious warehouse bursting at the seams with freight on any given day – perhaps the greatest indicator of Hooper, Ed, Betsy and newest partner John Abell’s unprecedented success.

But they don’t give themselves that kind of credit. Instead, the co-owners attribute their success to their dedicated employees, most of whom have been with the company for more than 10 years, and to their loyal customers, many of whom have become their close friends.

For this foursome, the most fitting way to thank customers for their unwavering support throughout the years is really quite simple: “We get up every day and work hard to give our customers the absolute best we can give them,” said Betsy. “That’s really the only way we can express our gratitude for their business and friendship.” ✈