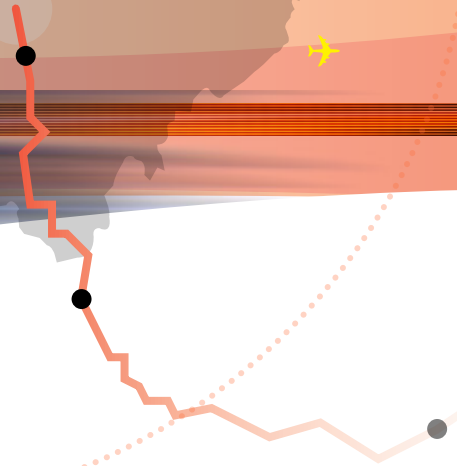


The **Columbus** Region

Logistics



WICKENBACHER



Getting From Here to There Building The Columbus Region's Logistics Capability

When it comes to logistics, there are few places better positioned for competitive growth than the Columbus Region. Right now, logistics accounts for more than 100,000 jobs and nearly 14% of the region's private sector employment. Add to that the region's competitive edge in terms of location and domestic distribution, as well as recent transportation infrastructure investments including Rickenbacker and the Heartland Corridor, and it becomes abundantly clear that Columbus has the opportunity now to build on its reputation as a nationally recognized logistics center, to achieve economic growth for the region.

Through the work of CompeteColumbus and Battelle, a long-term growth strategy (roadmap) for the region's logistics industry was developed. The Columbus Chamber is overseeing implementation of this roadmap through the Columbus Region Logistics Council, which is comprised of the leadership of our logistics community and stakeholders.

The roadmap identifies four key strategies:

1. Foster a logistics-friendly business environment.
2. Continue to develop and enhance an advanced logistics infrastructure.
3. Infuse world-class logistics technology into Regional Industry.
4. Build a high-skill workforce for competitive advantage.

These actions are further outlined in the Logistics Roadmap diagram on the back.

The newly-appointed Columbus Region Logistics Council will serve as the regional catalyst for the growth of the logistics capability over the next few years. The member council is chaired by John Ness, President, ODW Logistics and Ben Ritchey, Vice President, Battelle. The council and working committees will implement the strategies outlined in the roadmap and educate and advocate on behalf of the logistics industry, serve as a matchmaker for the industry and establish a permanent structure for logistics growth.

Members of the Columbus Region Logistics Board of Directors

- ODW Logistics
- Battelle Memorial Institute
- Columbus Chamber
- Abbott Nutrition
- Big Lots
- Cardinal Health
- Columbus Regional Airport Authority
- Columbus State Community College
- CSX Intermodel
- DB Schenker Logistics
- DSW Shoes
- Exel
- Honda of America Mfg., Inc.
- Kraft
- Limited Brands
- McGraw Hill
- Norfolk Southern
- Pacer International
- Spartan Logistics
- Sterling Commerce
- The Ohio State University
- The Pizzuti Companies
- United Shippers Alliance
- UPS

Vision

The Columbus region will be known as a major U.S. channel of advanced logistics. We provide a competitive advantage for industry serving national and global markets and create economic opportunity for the region. The Columbus Region Logistics Council is:

- Fostering a logistics-friendly business environment
- Developing and enhancing an advanced logistics infrastructure
- Infusing working-class logistics technology into regional industry
- Building a high-skill workforce for competitive advantage

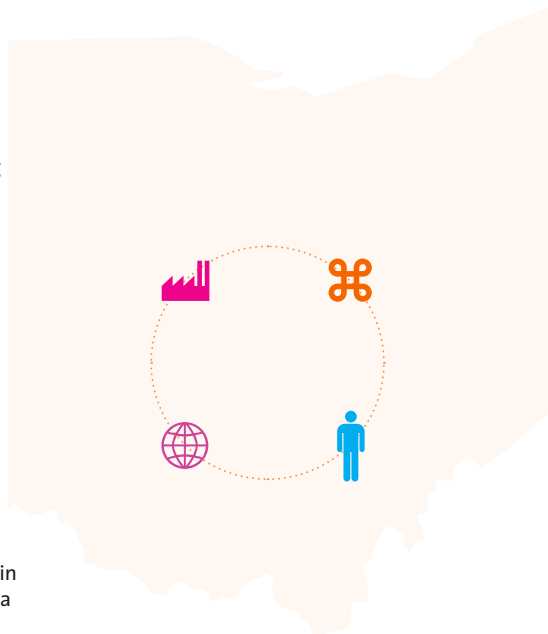
Roadmap to Success for Regional advanced logistics

Foster a logistics friendly business environment

- Create singular entity as catalyst for industry growth
- Improve regional economic development “tool kits”
- Establish Columbus Region logistics brand
- Develop regional active marketing and attraction effort
- Foster logistics business networks and seminars
- Foster entrepreneurial growth
- Create Center for International Logistics Market Research

Infuse World-Class Logistics Technology into Region

- Increase awareness and expertise in advanced logistics technologies via targeted education campaign
- Recruit a corporate center of logistics R&D
- Develop an industry and applications focused Logistics Solutions Center
- Become regional pilot site for U.S. DOT’s Electronic Freight Management Initiative



Continue to Develop Advanced Logistics Infrastructure

- Initiate roadway improvements surrounding Rickenbacker Airport development
- Implement required road/rail infrastructure improvements to enhance intermodal activities
- Establish regional drop-lot/trailer parking infrastructure
- Perform comprehensive examination of Internet/utility infrastructure surrounding Rickenbacker Airport
- Attract enhanced international air freighter service
- Establish public transportation to Rickenbacker area

Build High Skill Workforce for Competitive Advantage

- Develop logistics-related occupational needs assessment
- Educate Ohioans on wide range of logistics occupations
- Develop an employee “pipeline” via structured curriculum, marketing, and career programs
- Create career pathways
- Implement initiatives for advancing skills in high-impact jobs