



LOGISTICALLY **Perfect**

EVERYTHING ABOUT THE FORMER Rickenbacker Air Force Base, on the southeast edge of Columbus, is jumbo-sized. The runways are 12,000 feet long, the longest in Ohio, and they slice through two counties and five cities. The runways and surrounding grounds encompass 5,000 acres of land. There are 13 industrial parks north of the airport, with 25 million square feet of warehouse space. Experts believe the area could handle another 75 million square feet of warehouses, and still have plenty of land left over. “It’s enormous,” says Elaine Roberts, president of the Columbus Regional Airport Authority, which oversees Rickenbacker Airport.

Columbus is already a major transportation center. Warehouses and trucking yards encircle the city's outer belt, but local leaders believe Rickenbacker will transform Columbus from a regional hub into an international logistics powerhouse. With \$35 million coming from Congress, Norfolk Southern Railroad plans to build a \$65 million intermodal station at Rickenbacker. When it's completed in 2007, the facility will be able to process 250,000 shipping containers per year.

Columbus leaders have targeted the logistics industry as one of their top priorities for new development in the coming decade.

In addition to the airport's runways, the facility will feature a direct train link to the seaport in Norfolk, Virginia, which itself has room to grow. The intermodal will sit just a few miles south of the Columbus outer belt, with direct connection to north-south and east-west interstate highways. From there, it's just a day's truck drive to 60 percent of the factories in the U.S., 60 percent of the U.S. population, and half the population of Canada.

Meanwhile, the land around Rickenbacker is flat, and it remains relatively inexpensive. Local developers plan to use those advantages to build 20 million square feet of new warehouse space in the area in the next decade.

"Columbus is a logistics town," says Walter Zinn, professor of logistics at Ohio State University's (OSU's) Fisher College of Business. "It's in the perfect location. If Rickenbacker has a direct rail connection to a major East Coast port, it could make a big difference."

Two of Central Ohio's biggest corporations, Limited Brands and Cardinal Health, are so dependent on the efficient transportation of goods that they are basically glorified logistics companies.

Limited Brands ships 146,000 different types of products from 80 countries. It flies enough air cargo every year to fill a 747 jumbo jet 246 times, and uses another 20,000 shipping containers per year.

The vast majority of that cargo goes through Columbus. This may seem surprising, since central Ohio is 525 miles from the nearest seaport. But Nick LaHowchic, CEO of the logistics arm of Limited Brands, says Columbus's location is a major asset. It takes Limited Brands 72 hours to fly goods from Asia to Columbus, where the clothes can be packaged for sale in one day.

From there, clothes are loaded into trucks and shipped to a network of 6,000 stores within two and a half days.

The entire process, from factory floor to window display, can be done in a week.

The supply chain is so reliable that 96 percent of all shipments arrive to The Limited stores on time.

"We're able to avoid the major bottlenecks in New York, Chicago, and Los Angeles," LaHowchic says. "You want a supply chain as short and flexible as possible. In Columbus, we have the flexibility we need to switch between truck, train, and air quickly."

Local logistics companies also depend on recruiting top talent from OSU's Fisher College of Business, which has a logistics program ranked fourth in the nation by *U.S. News & World Report*. It's one of a handful of schools where students can study logistics as undergraduates and as doctoral candidates. "We've been able to recruit our entire team locally," says John Ness, president of Columbus-based ODW Logistics. "We have great employees who really understand the business, and we haven't had to fly anybody in from elsewhere."

Professors at OSU research the most efficient ways to



Honoring golf's best

It's not the luck o' the Irish that has the Columbus suburb of Dublin, Ohio, seeming a little green; it's the Muirfield Village Golf Club. A little bit of luck probably doesn't hurt even the best players who compete at the Jack Nicklaus-founded Memorial Tournament, held annually there.

The tournament keeps three goals in mind. It honors individuals who have significantly contributed to the game, showcases the world's best golfers in a challenging venue where spectators can also enjoy, and raises millions of dollars for local charities. More than \$10 million since the Memorial Tournament's 1976 inception have been donated to Central Ohio charities.

Last year's tournament winner, Bart Bryant, is expected to participate in this year's June event with all of professional golf's elite from around the world.

COURTESY OF THE MEMORIAL TOURNAMENT

Insight Columbus

build warehouses and supply chains. And they're also developing new ways to track the mountains of conflicting computer data necessary for modern logistics companies to function. "The problem is that every company has its own computer system," Zinn says. "It's a mess."

For example, Target stores receive merchandise from thousands of suppliers and hundreds of shipping companies. Since none of those companies' computer systems can communicate with each other, Columbus-based Sterling Commerce translates shipping companies' logs and invoices into files readable by Target's computers.

Given Central Ohio's location, the number of local experts in the field, the number of logistics companies, and the huge potential for growth, Columbus leaders have targeted the logistics industry as one of their top priorities for new development in the coming decade. "Last year, Rickenbacker handled 249 million tons of cargo, up 15 percent over the previous year," Roberts says. "I think that's only the beginning."—*Chris Maag*



Experience the Nation's Premiere Irish Festival
in Dublin, Ohio
the First Weekend in August

www.dublinirishfestival.org

Global Healthcare Solutions

Hospitals, pharmacies, laboratories and drug manufacturers rely on the global resources of Cardinal Health. How can we help you?

www.cardinalhealth.com/columbus

Working together.
For life.®



Insight Columbus ad index

Abbott's Ross Products

Page 125

American Electric Power

Page 127

Cameron Mitchell Restaurants

Page 151

Cardinal Health

Page 154

City of Dublin

Economic Development

Page 135

City of Dublin Irish Festival

Page 154

Columbus Chamber

Page 149

Columbus College of Art & Design

Page 138

Columbus Regional Airport Authority

Page 138

Diamond Cellar

Page 133

Duke Realty Corporation

Page 138

Experience Columbus

Page 141

Handke's Cuisine

Page 138

Marysville Economic

Development Partnership

Page 146

Memorial Hospital of Union County

Page 146

Nationwide

Page 122

O'Brien Atkins

Page 135

Ohio Health

Page 129

Ohio State University, The

Page 150

Ohio State University Medical Center

Pages 135 and 142

Online Computer
Library Center (OCLC)

Page 130

Porter Wright Morris & Arthur, LLP

Page 145

Real Living

Page 155

Rickenbacker Global

Logistics Park

Page 138

Scotts Miracle-Gro Company, The

Pages 146 and 150

The Columbus, A Renaissance Hotel

Page 156

Union County CIC

Page 146

Union County Convention & Visitors
Bureau

Page 146

Union Rural Electric Cooperative

Page 146



Wexner Museum

Real Living[®] Relocation

Ready to **buy or sell your home?**

Looking to relocate? Let Real Living Relocation manage your move. We offer a personal move counselor, essential community information, personal city tours and more – making your move turbulence free!

Founded in Central Ohio, Real Living has grown to become the 4th-largest residential real estate firm in the country, offering you hometown service backed by 50 years of experience.

To learn more, contact us at CustomerCare@RealLiving.com or 1-866-GET-REAL today, or visit us at RealLiving.com/Relocation.

One spot for relocation.

It's got to be real.