



Mississippi Valley Freight Coalition

April 28,2010

**Columbus Region
Logistics Council**

An Initiative of the Columbus Chamber

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 logisticsfriendly business environment*
- *Developing and enhancing an advanced logistics infrastructure*
- *Infusing workingclass logistics technology into regional industry*
- *Building a highskill workforce for competitive advantages*

What we do

- Mission:
 - The Council leads and supports economic growth and development for the Columbus Region.
- Goals:
 1. Attract business
 2. Retain and expand business; cultivate start-ups



CRLC Board

PARTICIPATING ORGANIZATIONS

Abbott Nutrition

Kraft

Battelle

Limited Brands, Inc.

Big Lots

McGraw Hill

Cardinal Health

Norfolk Southern

Columbus Chamber

ODW Logistics

Columbus Regional Airport Authority

Pacer International

Columbus State Community College

Spartan Logistics

CSX Intermodal

Sterling Commerce

DSW Shoes

The Ohio State University

Exel

The Pizzuti Companies

Honda

UPS



What it Means to the Region

- 14% of private sector employment, of about 100,000
- Attracts and supports high-wage industries
- Provides above-average wages across most skill levels
- Jobs requiring from High School to Bachelor to advanced degree with work experience pay 23.4 percent higher than average
- Jobs ranging from drivers to first line managers to CEO/EVP's
- Reasonable job growth, 2001-2008 15%

1. Bureau of Labor Statistics, 2008 with estimation of unreported sector employment



Case for Logistics

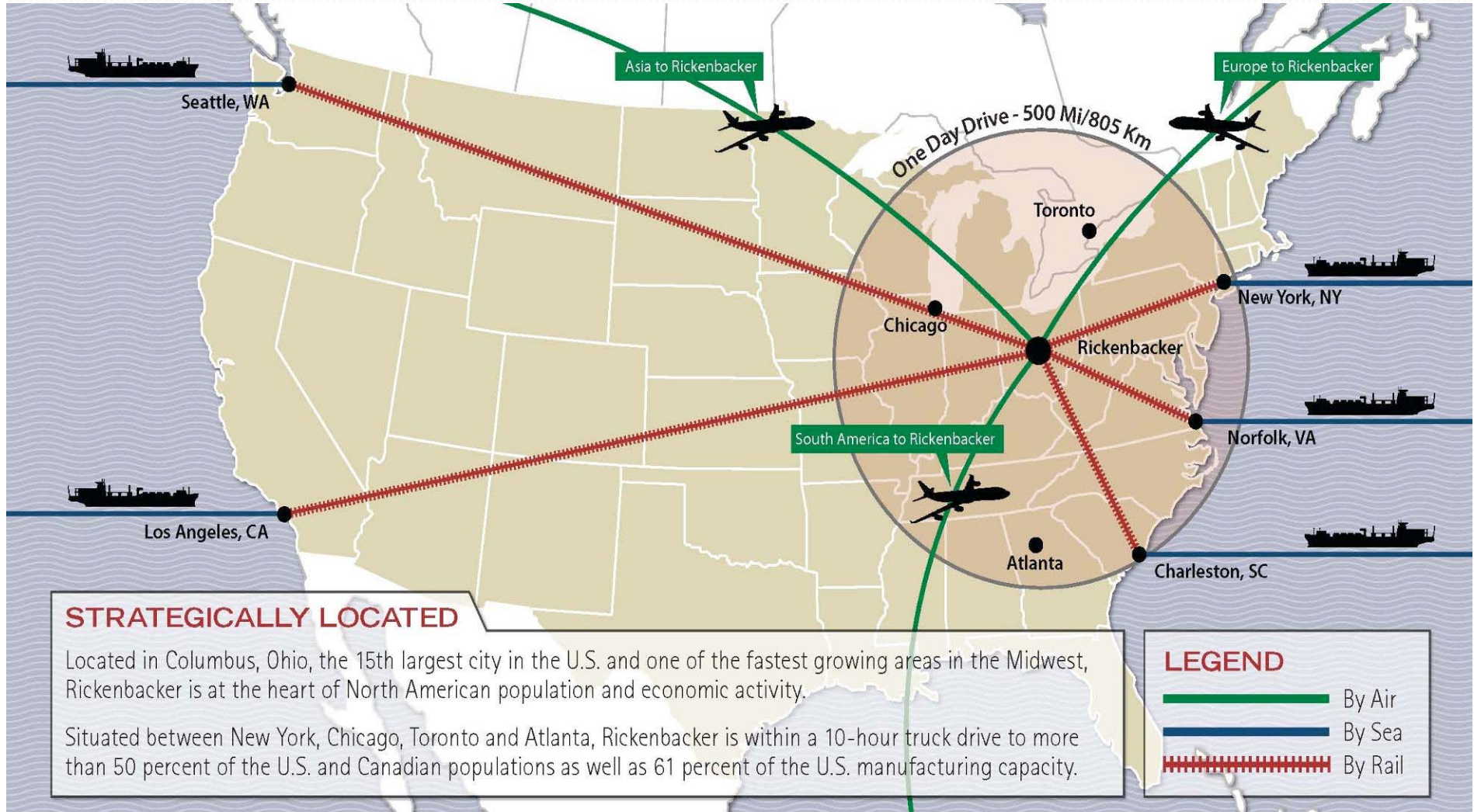
- - In the Columbus MSA in 2005 (the most recent year for which local data are available) average annual wages in the transportation and warehousing industry were 5.1 percent higher than the average annual wage for all sectors.
- - The industry provides above-average wages across most skill levels compared to wages across all industries.
- - Logistics jobs requiring Bachelor's or higher degree with work experience pay 23.4 percent higher than average



Capitalizing on our Strengths

1. Geographic location and market access
2. Transportation infrastructure
 - Truck
 - Rail
 - Air
3. Warehouse, distribution space and cost
4. Workforce: well-trained, competitively compensated
5. Favorable business environment and active industry leadership
6. Academic assets

Our Distinct Advantages: Location and Multi-Modal Access



Here and Now Global Opportunity

- Heartland Corridor, completion 2010
 - Port of Norfolk to Chicago – through Columbus
- Panama Canal renovations, completion 2014
 - Changes freight pattern to East coast



Heartland Corridor



Strategically, we focus on:

- Our “Must Have’s”
 - Cost and efficiency advantages
 - Resource competitiveness (workforce, space, infrastructure)
 - Favorable business environment
- Our “Differentiators”
 - Advanced Logistics capability and brand: determined by our industry composition, technology and academic linkages



Forward Strategy 2010-2011

- Strategies focus on four pillars
 - Workforce
 - Infrastructure
 - Technology
 - Business Environment
- Road Map 2008-2009

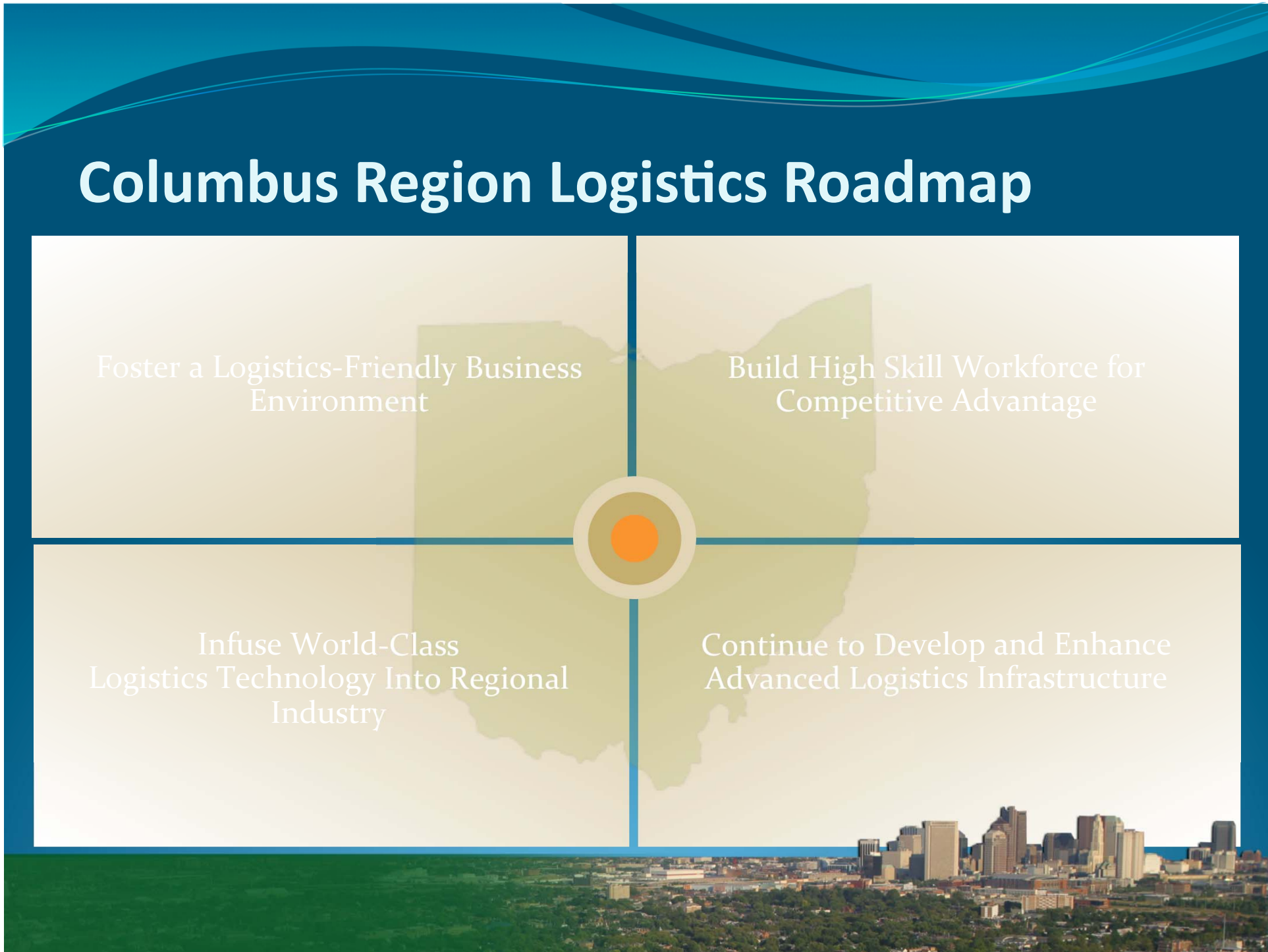
Columbus Region Logistics Roadmap

Foster a Logistics-Friendly Business Environment

Build High Skill Workforce for Competitive Advantage

Infuse World-Class Logistics Technology Into Regional Industry

Continue to Develop and Enhance Advanced Logistics Infrastructure



Workforce Strategy

Leverage #1 Regional Logistics Curriculum

OSU

- Undergraduate and Masters degrees, Executive education programs
- 207 logistics-related degrees in Spring, Summer 2009, an increase of approx. 5%

CSCC

- Certificates and two-year degrees in logistics-related programs
- 190 degrees and certificates – an increase of 29%
- 589 enrolled in logistics-related programs – 3x 2008 enrollment

Franklin University

- Introduced B.S. in Operations and Supply Chain Management, seeking Masters
- 3-1 B.A. program with CSCC

Advanced Logistics Defined

“Core” Logistics Service

Activities and jobs related to the movement and storage of goods

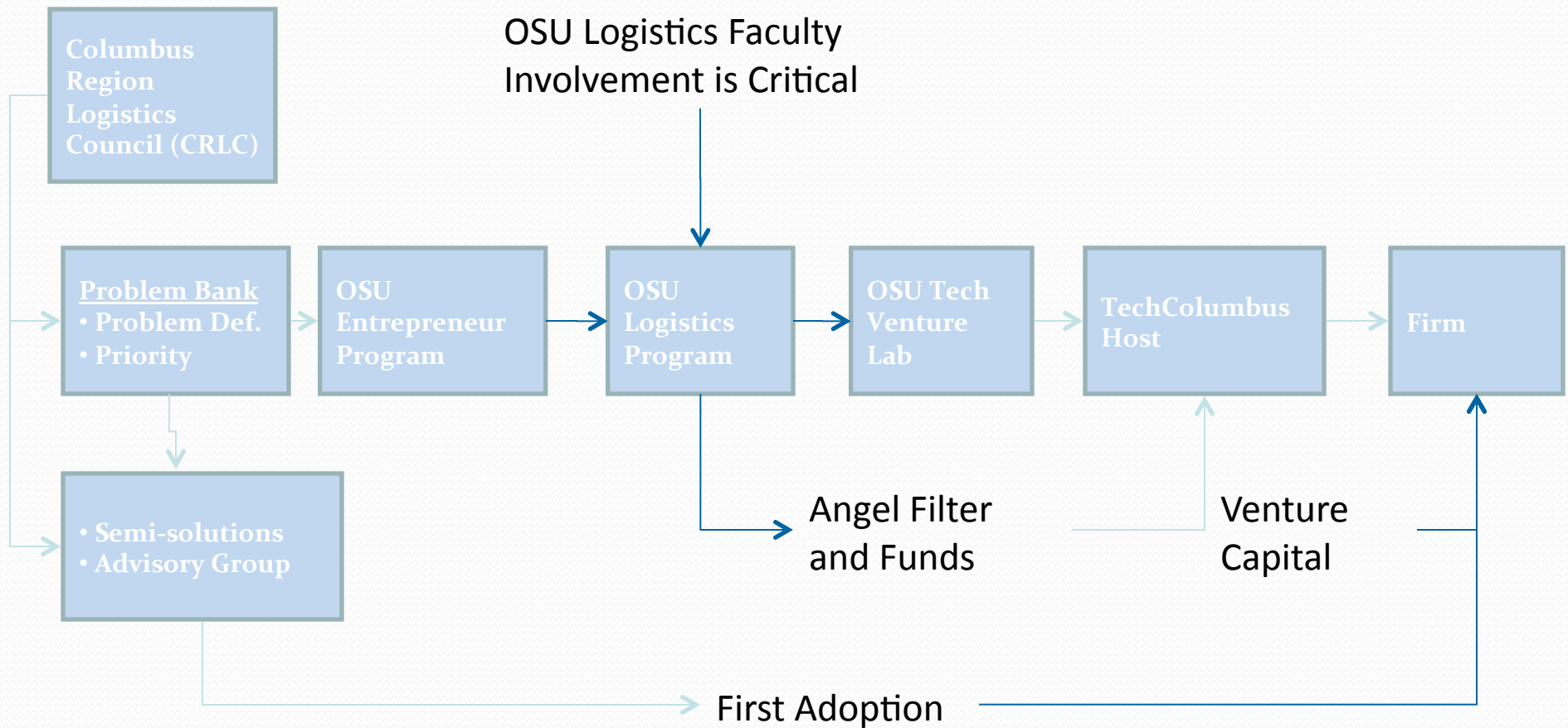
“Advanced” Logistics Service

Activities and jobs involved in planning, coordination, technology, and solutions
Providers

- Advanced logistics jobs are higher skilled, often requiring college degrees
- Attract and retain top talent in the region
- Include leading technology-based logistics companies such as Exel, Cardinal Health, Pacer, Sterling Commerce
- Advanced logistics companies do not have to be located here

Technology Strategy-

Technology commercialization as an enabler and differentiator



CRLC Results

Focus	Goals	Key Results
Business Environment	Attract or expand logistics firms/jobs	<ul style="list-style-type: none"> • 14% of economic development prospects from logistics industry
Workforce	<p>Increase regional industry concentration</p> <p>Increase in regional employment</p> <p>Develop curriculum, programs, career information</p>	<ul style="list-style-type: none"> • 21 students, 6 companies participating in newly-created internship program • Career pathway developed by OSU, Columbus State and Capital University • Regional logistics jobs declined .02% in the last 12 months, compared to a 6.7% job loss nationally in logistics
Infrastructure	<p>Roadway improvements</p> <p>Increase warehouse space</p> <p>Increase intermodal lifts</p> <p>Increase international component of Rickenbacker air cargo</p>	<ul style="list-style-type: none"> • Over \$35 million funding secured to improve infrastructure (Alum Creek/I 270 and Rickenbacker Parkway) • NS/CSX intermodal yards underway/in development • Warehouse space: 128.6 million square feet with a 14.6% vacancy rate
Technology	Develop Logistics Solution Center	<ul style="list-style-type: none"> • Discussions with TechColumbus and OSU to leverage existing programs for a logistics technology commercialization pathway.



Current Programs

- DOL Grant 4.6 Million
- Job Fair
- Internship Program
- Green Zone Rickenbacker



Cluster Value Proposition

- Economic Development
 - Mobilize the industry and focus our effort to attract new business and well-paying jobs
- Strengthen the Logistics industry and its capability to compete globally
 - Develop our “Product” - create business value for existing companies to compete and expand operations locally **and** for new companies to seek the Region to increase their competitiveness



Questions?

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