

RICKENBACKER INLAND PORT

Columbus, Ohio, USA



Global Logistics Solution for North America

Summer 2011

Market Study Reaffirms Value of Columbus Location

Eleven years ago, Specialized Bicycle Components established an Eastern distribution center in the Rickenbacker area near Columbus, Ohio. A 2010 study confirmed Rickenbacker remains the company's ideal location.

"With a pending expiry of the lease on our Rickenbacker location, Specialized conducted a detailed location study in 2010 to establish what location would best serve our expanding East Coast dealer base," explained Jesse Rogers, Distribution Manager for Specialized. "The Columbus area was reaffirmed to be the ideal locale, thanks to its well-established carrier support infrastructure and resulting transit times. Further, the Rickenbacker area provides favorable property values and an excellent work force."

The company recently moved into a new 225,000 square-foot facility in the Rickenbacker area, allowing Specialized to best serve its dealer base now and well into the future. The new high-tech facility is engineered to increase the efficiency of order fulfillment operations.

"With so many businesses struggling in today's economic climate, Specialized decided to invest in the new location's reconfigured layout and state-of-the-art pick, pack and ship system because now, more than ever, it is crucial that orders go out precisely and in record time," said Rogers.

As Specialized has always operated with an eye for the environment, this ethic was incorporated into the Rickenbacker facility through energy-efficient air flow and lighting management systems, water-conserving restrooms and recycled office furnishings.

Headquartered in California, Specialized was founded in 1974 and is now the global leader in the design and manufacture of high-performing, technologically-advanced bicycles. Learn more by visiting specialized.com.

SPECIALIZED



STAYING CONNECTED

The CNS Partnership Conference held recently in Phoenix offered a wonderful opportunity to visit with so many of our valuable freight forwarders and other industry partners. This year's theme of "Air Cargo-A Vital Element in Global Trade" was especially fitting given our operation of Rickenbacker International Airport, one of the few cargo-dedicated airports in the world.

Imagine an airport totally dedicated to cargo aircraft: no congestion from passenger aircraft; vast amounts of ramp space for loading and unloading cargo; hydrant fueling; and airport personnel who specialize in exceeding the expectations of logistics professionals like you. All of this is yours at Rickenbacker.

We feel that Rickenbacker is well-positioned to capitalize upon the growing trend of moving more air cargo on freighters versus the belly of passenger aircraft. As IATA reported in their Q1 2011 Cargo E-Chartbook, "The data suggests that cargo-only operations are picking up a larger share of the air freight business over time...As a result freighters are now carrying volumes 10% above pre-recession peaks, compared with 2% for belly hold."

With two parallel 12,000-foot (3,660 meters) runways and a category II instrument landing system, Rickenbacker handles charter and scheduled aircraft of all sizes in all weather conditions. And, the airport doesn't stand on its own. It's centered in the Rickenbacker Inland Port, which is home to the industry's top freight forwarders and trucking companies as well as millions of square feet of warehouse and distribution facilities. Even with all of this, there's still room for growth in terms of air cargo capacity and industrial development.

I stand ready to assist you in creating a supply chain that is as efficient and seamless as this 21st century demands.

Sincerely,



David Whitaker
Vice President
Business Development & Communications
614-239-5028
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Cargo Incentive Programs Offer Deep Discounts



In 2010 airlines such as Evergreen benefitted from more than \$50,000 in incentives by using Rickenbacker International Airport.

The cargo incentive programs at Rickenbacker International Airport offer something for everyone.

"At Rickenbacker International Airport we value both current and new customers so we have designed incentive programs to reward both kinds of clients," explained David Whitaker, Vice President of Business Development for the Columbus Regional Airport Authority, which operates cargo-dedicated Rickenbacker International Airport.

The Rickenbacker Growth Incentive Program provides the operator a 25 percent landing fee discount on any landed weight that is an increase over the same month of the previous year.

"This incentive even applies to new airlines," said Whitaker. "An airline with no landed weight in the same month of the previous year will receive a 25 percent discount on their entire landing fee."

If an airline provides new market service for the airport, the company qualifies under the Rickenbacker New Market Service Incentive Program for a 50 percent discount on landing fees for the first six months of service.

"We're willing to reduce our already low rates to encourage airlines to experience and grow at Rickenbacker," said Whitaker. "With the airport's uncongested airspace and runways, a location within the epicenter of the U.S. population, numerous onsite freight-forwarding companies and second-to-none customer service, we are confident that airlines will be highly successful at Rickenbacker."

Contact Whitaker at DWhitaker@ColumbusAirports.com or 614-239-5028 to learn more about the details of this incentive program.

Boar's Head Coming to Rickenbacker Area

The Rickenbacker area will welcome nearly 100 new jobs, thanks to the collaboration of the City of Columbus, Columbus2020!, the Columbus Regional Airport Authority, the State of Ohio and a chance meeting on an airplane.

Frank Brunckhorst Co., L.L.C.



Frank Brunckhorst Co., LLC, responsible for distribution of Boar's Head Brand®, one of the nation's leading brands of premium delicatessen products, will

locate a \$20 million project in the Rickenbacker area that is expected to create 93 jobs with an annual payroll of \$3.2 million.

Boar's Head will be consolidating its distribution operations at 2225 Spiegel Drive near Rickenbacker International Airport, with the goal of having the project completed as early as October.

Officials from Frank Brunckhorst Co. cite the community's work ethic, logistics and technology strengths, and ease of doing business as just a few of the selling points of the community. The company also received tax incentives from the City of Columbus and the State of Ohio.

"During our investigation of Columbus, we immediately sensed that we'd have a good working relationship with these partners," said Mike Martella, company President. "A lot of other items started to come together as well."

The consistency of Columbus' welcome and support throughout the community – including the Rickenbacker Employer Assistance Network (see below) – was a selling point for the company. According to Martella, once the community's workforce and technology assets were identified, the selection came down to a feel for the community.

Martella noted, "On one of my airplane travels I met a professor from The Ohio State University. He spoke very highly of Columbus, commenting on the region's strong work ethic and quality of life. He described the city as progressive. Honestly, he cemented everything I thought about Columbus."

Brunckhorst's Boar's Head Brand was founded in 1905 and is headquartered in Florida. This privately owned company sells its products through large and small food retail organizations in 48 states and Puerto Rico.

Rickenbacker Employer Assistance Network One of Many Valuable Resources for Area Companies

The Rickenbacker Employer Assistance Network (REAN) is a network of area human resource professionals and business owners interested in leveraging their resources and strengths to further develop and grow the Rickenbacker area. The group recently completed its annual benefits survey, one of the many collaborative efforts of this highly effective group.

"The purpose of the benefits survey is to give Rickenbacker businesses information on wage and benefits offered by companies in the area," said REAN facilitator Chris Kitchen, Manager of Talent Management for the Columbus Regional Airport Authority. "Survey results help employers develop a competitive benefits package and identify potential ways of attracting and maintaining employees."

Data on health, dental and disability packages, turnover rates, tuition reimbursement programs and many more topics were also shared with the members, who meet at an area company on a quarterly basis.

The Airport Authority continually works with area businesses to help them network and facilitate their success in the Rickenbacker area. Another tool for area businesses driven by the Airport Authority is a bimonthly e-newsletter titled

Rickenbacker Area Report, which provides information on industrial development, infrastructure improvements and community events.

Visit RickenbackerInlandPort.com to view this newsletter and learn more about the area's logistics businesses and developments taking place in Central Ohio's premier multi-modal logistics hub.



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