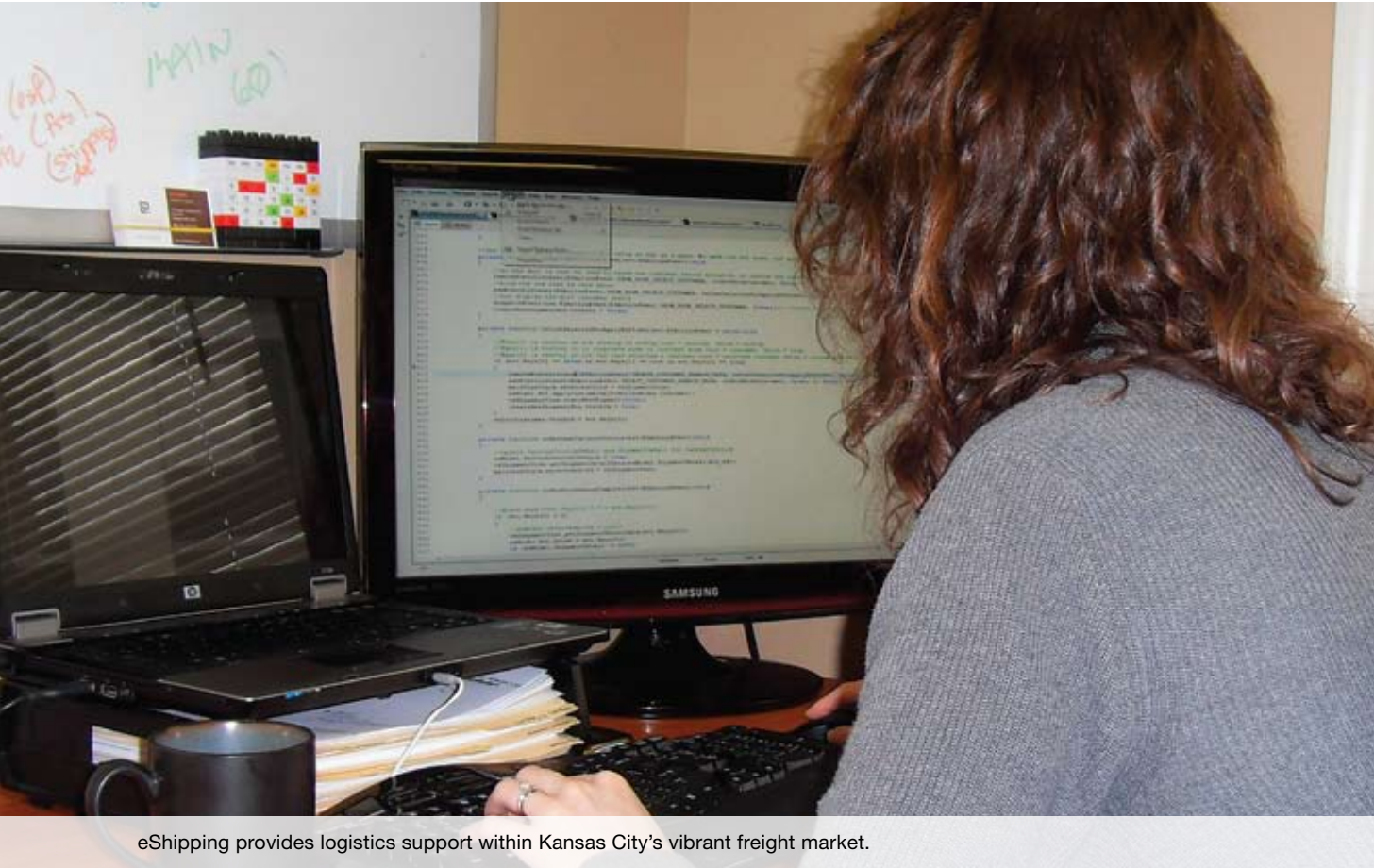


# KC 2.0 INTERSECTION OF OPPORTUNITIES

story by JENNIFER HORNBAKER



eShipping provides logistics support within Kansas City's vibrant freight market.

Kansas City has been considered a logistics and intermodal hotspot since before the days when the locomotive was better known as the “iron horse.” Thanks to the Sante Fe and Oregon trails, as well as the Missouri River, the region has a rich history of moving goods in all directions.

While a lot has changed in the past century and a half, the long list of perks that goes along with setting up shop in Kansas City is only growing. On top of the obvious—the metro’s centralized location along three interstate highways, a major waterway and five Class I railroads—Kansas City boasts a stable workforce, low cost of living, favorable fuel and tax rates, uncongested interstates and that good ol’ Midwestern work ethic. Taking advantage of this treasure trove for intermodal freight transportation, which involves more than one form of carrier, are two local companies that have flourished despite the distressed economy.

“There’s not much not to like about Kansas City,” says eShipping founder, president and CEO Chad Earwood. He started eShipping in 2001 with the notion that prosperity would fall into place with the help of employees who were passionate about living with a higher purpose. Based on eShipping’s booming success, it seems he was onto

something. The company has grown into a full-service supply-chain management provider, offering consulting and other services to help clients meet logistics goals in areas ranging from warehousing to shipping to invoicing.

eShipping’s latest innovation is its Transportation Management System software, which allows business owners to sync their supply-chain systems with a single program that handles orders, shipments, tracking, auditing and billing.

Earwood attributes eShipping’s success to his people-over-profits mantra.

Sharing Earwood’s entrepreneurial bent is Carl Wasinger, president of Lenexa, Kansas-based Smart Warehousing, which provides storage, distribution and fulfillment services for more than 200 clients. “We talk to businesses all the time, and they realize, ‘Maybe we don’t need to run our own warehouses; maybe we don’t need to buy our own logistical software,’” he says.

Firms like Earwood’s and Wasinger’s have boosted Kansas City’s reputation as better, quicker and cheaper than intermodal alternatives in Chicago and elsewhere.

Chris Gutierrez, president of Kansas City SmartPort, the nonprofit organization that oversees intermodal development in the region, has his eye on continuing to build that reputation. Initiatives include plans for the KCI Intermodal Business Centre, an 800-acre site at Kansas City International Airport that will include up to 5 million square feet of big-box distribution space, and Logistics Park Kansas City, a 1,000-acre intermodal site along the BNSF railway in Edgerton, Kansas. Already up and running is the 1,340-acre CenterPoint-KCS Intermodal Center, which is anchored by a Kansas City Southern truck-rail freight hub. ●

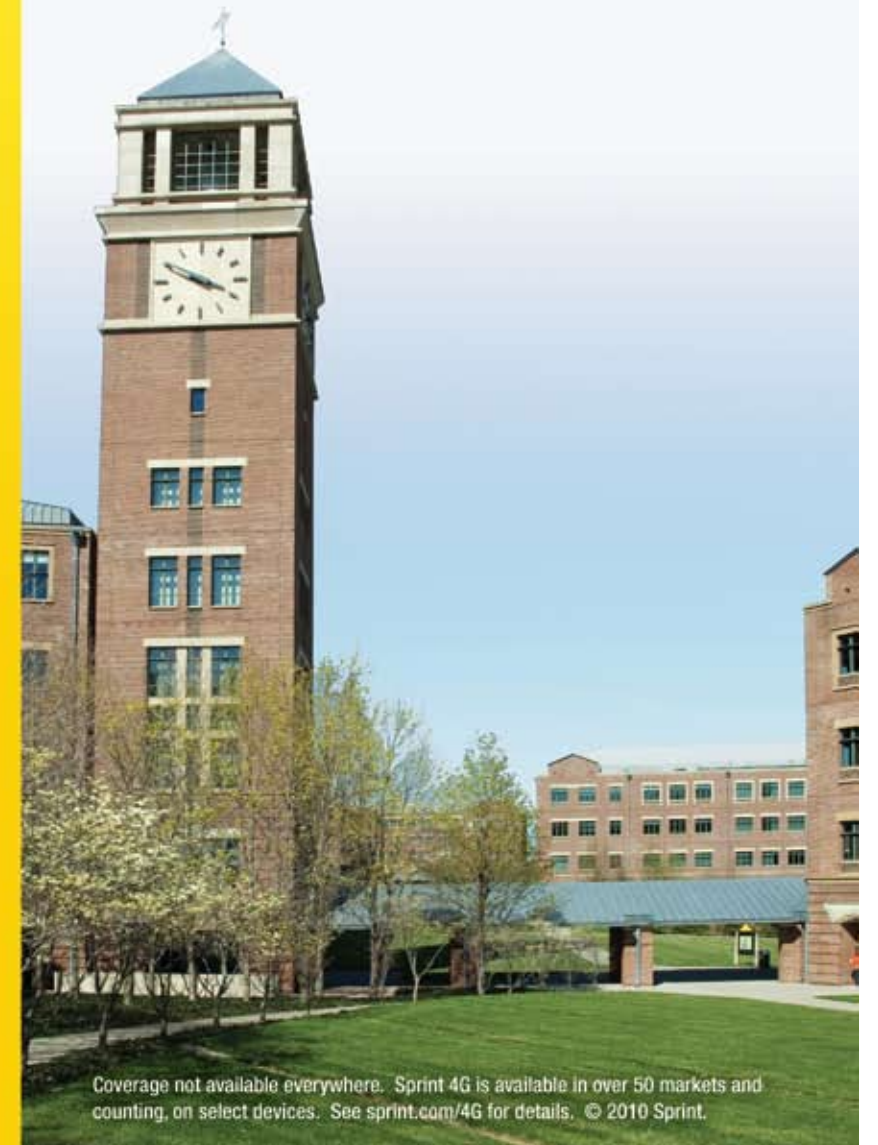
RESOURCES: **CenterPoint-KCS Intermodal Center**, [cic-kc.com](http://cic-kc.com); **eShipping**, [eshipping.biz](http://eshipping.biz); **Kansas City SmartPort**, [kcsmartport.com](http://kcsmartport.com); **KCI Intermodal Business Centre**, [kci-logistics.com](http://kci-logistics.com); **Logistics Park Kansas City**, [allengroup.com](http://allengroup.com); **Smart Warehousing**, [smartwarehousing.com](http://smartwarehousing.com).



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