

# “THE BASE”—A “NEW” NICKNAME COMING SOON

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Is that COAT-C or C. O. A. T. C.? The full name, Central Ohio Aerospace and Technology Center, looks good on paper, sounds prestigious, and is fairly descriptive, but it just hasn't proven to work well for a nickname, as a web site, or in a headline.

Would you have much luck telling people to visit [centralohioaerospaceandtechnologycenter.com](http://centralohioaerospaceandtechnologycenter.com)? Imagine this newspaper headline: BRGC at COATC Hosts COTC/OSU and JVS. When you tell people where you work, do you ever say, “COATC,” and get anything but blank stares?

Ever since base closure in 1996, the Port Authority has tried to adopt a new name for the former Newark AFB. The reality is, though, we can't get away from the one that was long-ago adopted for us, and that is “The Base.”

If you can't beat 'em, join 'em.

The Port Authority is now embracing use of “The Base” as the nickname for the Central Ohio Aerospace and Technology Center while emphasizing a forward-looking use of the term.

As one proponent of the nickname adoption said, “I think this place is 'the base' you will build upon for the future.”

For practical reasons, we need to start now in an effort to identify, through signage and directions, the distinction between the COATC entrances off of Irving-Wick and the entrance to the Port Authority's property that will be improved off of St. Rt. 79 later this year and identified by signage by 2005.

The property to the south of “The Base” will likely be called the Central Ohio Aerospace and Technology Center *South Campus*. Since the new roadway won't connect with the existing ones (at least for now), it's obvious that some distinction will be necessary for logistics purposes.

This concept was first reviewed at a gathering of the Port Authority's on-site customers last year.

The Port Authority listened to the input we received. We will be careful to emphasize that “The Base” is a local nickname. We are still the Central Ohio Aerospace and Technology Center. We also have a plan to promote that we are a Base of Knowledge, an Economic Base, and an Employment Base. We are looking forward, not back.

Below are some mock-ups of how the “new” nickname could be used on some of the existing COATC signage at “The Base.”



Visit [COATC.com](http://COATC.com) for the latest news about happenings at “The Base.”