

➤ DID YOU KNOW? IOWA COMPANIES IN THE NEWS

LEAN IOWA SOYBEAN VARIETIES MAKE HEALTHIER COOKING OIL.



As Americans increase their appetite for healthier alternatives in nutrition, some of the nation's biggest names in fast food are turning to healthier cooking oils. Both KFC and Taco Bell are currently in the process of replacing their existing oils with newer types of soybean oil that are lower in linolenic acid and therefore do not have to be partially hydrogenated, which produces trans fats. The ensuing demand for the newer, healthier cooking oil will require the recruitment of more Iowa farmers to grow the new varieties of soybeans.

Monsanto markets the soybean oil preferred by KFC under the trade name Vistive. To meet the needs of KFC and others, Monsanto is planning to triple production of the soybean variety used in Vistive to 1.5 million acres. About a million of those acres will be grown in Iowa, and Monsanto will dedicate an eighth processing plant in Iowa to help handle the added production. Pioneer Hi-Bred International is also growing a variety of soybeans lower in linolenic acids on 200,000 acres in the Midwest, including areas west of Des Moines and in eastern Iowa. To entice Iowa farmers to switch to the low-linolenic soybeans, companies offer a premium of up to 40 cents a bushel.

Artificial trans fats raise the level of bad cholesterol in the blood, clogging arteries and causing heart disease. In fact, according to the Harvard School of Public Health, 30,000 U.S. deaths are attributed to artificial trans fats annually. Fortunately, the efforts of Iowa-based scientists and farmers are just what the doctor ordered.

➤ FOR INFORMATION ON CAREER OPPORTUNITIES AT PIONEER HI-BRED OR AT ANY OF IOWA'S OTHER BIOSCIENCE COMPANIES, GO TO WWW.SMARTCAREERMOVE.COM.

OPPORTUNITY KNOCKS AT MENARDS NEW DOOR PLANT.

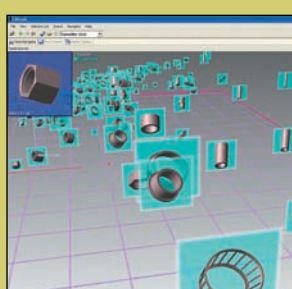


Iowa workers will soon benefit from an exciting new employment opportunity in Shelby, Iowa — 30 miles northeast of Council Bluffs. Midwest Manufacturing, a subsidiary of Menards, the nation's third-largest home improvement retailer, is opening a manufacturing facility to make its Mastercraft line of residential and exterior doors. The company conducted an extensive Midwest search before opting for the Iowa location, drawn by the area's strong labor pool and favorable geographic location.

Production needs at the \$34 million complex will require about 300 employees. In addition to manufacturing residential prehung doors, the facility will house a distribution center to supply more than 70 Menards stores.

➤ FOR MORE INFORMATION ON CAREER OPPORTUNITIES IN IOWA'S ADVANCED MANUFACTURING INDUSTRY, GO TO WWW.SMARTCAREERMOVE.COM.

FORMER ISU PROFS PROVE IOWA'S TECH INDUSTRY IN GREAT SHAPE.



Former Iowa State University engineering professors Abir Qamhiyah and Don Flugrad are pioneering a new search engine that may even boggle Google. The software, called CADseek, searches entries based on mathematical formulas to sort geometric shapes in the same way that other popular search engines sort text.

The market for their technology is equipment manufacturers and others who use computer-aided design (CAD) to create products. The fledgling company's first potential customer is farm equipment giant Deere & Co., who recently signed a contract to test CADseek for up to a year before committing to implement the technology companywide. CADseek will enable Deere to create a searchable virtual library of the hundreds of thousands of parts that go into products made by the company's four manufacturing divisions.

The company, iSEEK, was founded in 2004 and is located in the ISU Research Park. In October, iSEEK came in first place in the Iowa Business Plan Competition, adding \$25,000 to their start-up capital.

➤ FOR MORE INFORMATION, VISIT ISEEKCORP.COM.

LIFE SCIENCES

FEATURE ARTICLE

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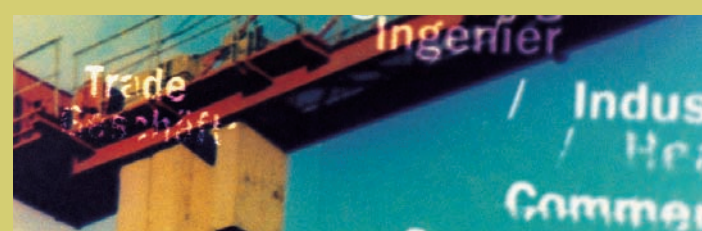
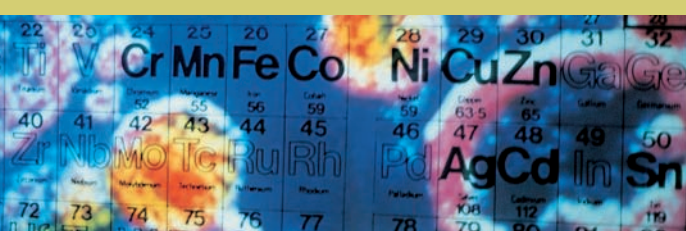
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➤ IOWA CONTINUES ITS CLIMB IN NATION'S INSURANCE RANKS.

A recent industry study indicates that Iowa is continuing its rise as one of the nation's leading states for insurance company employment. In the period between 1995 and 2005, the number of jobs at insurance companies in the state increased by 8.8 percent, from 25,870 to 28,160. By comparison, the nation's leader in total insurance company employment, Connecticut, saw employment in the sector increase by just 2.4 percent. Wages paid by insurance companies in the state of Iowa have a significant economic impact, as 3.2 percent of the state's total wages are paid out by insurance companies. The study used data compiled by the U.S. Bureau of Labor Statistics and does not include employment figures from insurance agencies, consultants or other insurance-related employment.

➤ IOWA DRIVERS PAY NATION'S LOWEST INSURANCE PREMIUMS.

Less traffic means lower insurance premiums for Iowa motorists. That's one reason why the National Association of Insurance Commissioners reports that Iowans enjoy the nation's lowest cost of auto insurance. In 2003-04, the last year for which statistics are available, Iowa motorists paid an average of \$686 in annual premiums compared with a national average of \$838. By comparison, the nation's most expensive place to buy auto insurance is New Jersey, where the average cost of coverage is \$1,386 per year, more than double that of Iowa. Industry sources point out that a major difference between states like Iowa and New Jersey or California is the sheer number of motorists and the level of congestion on streets and highways. Lower congestion significantly reduces the number of accidents and insurance claims. "It's just great news for Iowa consumers again that we continue to enjoy the lowest auto rates," said Tom Alger, a spokesman for the Iowa Insurance Division.

➤ IOWA CITY BUSINESS VENTURE HITS HOME FOR RENTERS.



Two years ago Michael Hubbard's roommate unexpectedly left town and left him with an idea that became the genesis for a new company. "I had to find a new roommate, and I couldn't find anything online to help. My best option was to distribute fliers, and that was time-intensive." The solution for University of Iowa students in a similar predicament today is to visit LiveinIowaCity.com. That's the Web site launched by Hubbard, David Oliver, Brian Clark and Jason Schuchert. LiveinIowaCity.com lists vacancies in rental units and provides listings for roommate openings and subleasing opportunities. The year-old site has 180 registered users who post pictures and detailed information about places to rent, or who are looking to sublease or take on roommates. On an average day, the site generates 2,000 hits.

The new company's business plan is so impressive that it is one of 12 semifinalists in the *Fortune Small Business* magazine's Student Showdown. Hubbard, a senior at UI majoring in finance and president of LiveinIowaCity.com, says there is potential for the company to go national if it stays within its niche, which is smaller college markets. Currently, there are plans to expand in the next six months into Madison, WI, and Champaign-Urbana, IL.

PLATINUM LEVEL

AEGON Insurance Group/Life Investors
Allied Insurance/A Nationwide Company
HNI Corporation
The Integer Group
John Deere
MidAmerican Energy Company
Nationwide Agribusiness
Pella Corporation
Pioneer, A DuPont Company
Principal Financial Group
Rockwell Collins
Wells Fargo & Company

GOLD LEVEL

ACT, Inc.
Alliant Energy
American Republic Insurance Company
AmerUs Life
Federal Home Loan Bank
Iowa Area Development Group
Iowa Telecom
Kemin Industries
Mercy Medical Center, Des Moines
Meredith Corporation
Quaker Foods & Beverages
Sauer-Danfoss
State Farm Insurance
Vermeer Manufacturing

COMMUNITY LEVEL

Ames Chamber and Development Commission
Charles City Area Chamber of Commerce
Clear Lake/Mason City Economic Development Corporations
Council Bluffs Chamber of Commerce
Greater Cedar Valley Alliance
Greater Des Moines Partnership
Greater Dubuque Development Corporation
Indian Hills Regional Development
Iowa Connections
Iowa Great Lakes Corridor of Opportunity
Kossuth County Economic Development
Muscatine Development Corporation
Pottawattamie County Growth Alliance
Quad City Development Group
Southeast Iowa JobBank — Burlington/West Burlington Area
Technology Corridor — Cedar Rapids/Iowa City
Webster County Development

SUPPORTING ORGANIZATIONS

Iowa Association of Business & Industry
Iowa Association of Community College Trustees
Iowa Association of Independent Colleges and Universities
Iowa Biotechnology Association
Iowa Business Council
Iowa Newspaper Association
Iowa Plastics Industry Consortium
Iowa State University
Printing Industry of the Midlands, Inc.
Software & Information Technology of Iowa
The University of Iowa
University of Northern Iowa

MEMBER HIGHLIGHTS



HNI Corporation is the second-largest office furniture manufacturer in the world and the nation's leading manufacturer and marketer of gas and wood-burning fireplaces. Founded in 1944, HNI has expanded to a corporation of nine companies with locations across the U.S. and internationally, as well as Iowa offices in Muscatine and Mt. Pleasant. In 2006, HNI acquired China-based Lamex, which is now the number-one furniture company in China. HNI is the fourth-largest publicly traded company in Iowa, with revenues at \$2.7 billion last year.

More than 14,000 individuals are seen as "members" of the company rather than as employees. Each member is a shareholder, which creates a strong culture of ownership and a sense of shared responsibility for the success of HNI. The corporation provides opportunities for members to develop skills, further career objectives and achieve goals. HNI hires people with high integrity who are self-motivated, passionate, creative and flexible.

FOR MORE INFORMATION ON CAREERS AT HNI, PLEASE VISIT WWW.HNICAREERS.COM.



It's true that Wells Fargo & Company has corporate headquarters in San Francisco, but it also has a major presence in Iowa. The company employs 11,700 team members in metropolitan Des Moines and 12,900 total throughout the state. Most are employed by one of the Des Moines-based businesses: Wells Fargo Home Mortgage, Wells Fargo Financial and Wells Fargo Card Services. *BusinessWeek* named Wells Fargo one of the 25 "Best Places to Launch a Career."

Wells Fargo is good for Iowa beyond just job creation. In 2006, Wells Fargo charitable contributions in the state exceeded \$4.5 million. In addition, the company's Iowa team members contributed more than \$1.4 million to community organizations and logged 81,000 volunteer hours. It's no wonder *Fortune* identified Wells Fargo as America's "Most Admired Large Bank."

Wells Fargo & Company is a diversified financial services company with \$482 billion in assets, providing banking, insurance, investments, mortgage and consumer finance to more than 23 million customers across North America and internationally.

FOR MORE INFORMATION ON CAREER OPPORTUNITIES AT WELLS FARGO & COMPANY, VISIT WWW.WELLSFARGO.COM.

THERE ARE MORE REASONS THAN EVER TO VISIT IOWA.

The next time you pack your bags for Iowa, you won't be alone.

New data reveals that tourism continues to be an increasingly significant part of Iowa's economy. In 2005, travel expenditures in Iowa reached \$5.4 billion, according to results from a study by the Travel Industry Association of America, an increase of 7 percent from 2004. During the period measured, tourism employed 62,400 people in the state, generating \$991 million in payroll. Domestic travel spending in the state directly created more than \$358.8 million in tax revenue for state and local governments in 2005, a 3.2 percent increase over 2004.

A recent feature in the *Des Moines Register* listed 100 places in Iowa to see before you die.

Can you check off any destinations below?

- Out west in historic Sioux City, you'll find the opulently restored Orpheum Theatre, originally built for vaudeville and motion pictures, but now hosting contemporary performances.
- The Western Historic Trails Center in Council Bluffs commemorates the historically rich Lewis and Clark, Oregon, California and Mormon trails — all of which intersect in the city.
- In the northern part of the state, Clear Lake is the site of the Surf Ballroom, final show site for Buddy Holly, Ritchie Valens and the Big Bopper.
- Your travels to eastern Iowa must include a stop at The Field of Dreams in Dyersville, site of the magical movie by the same name. And continuing the movie theme, a trip into southern Iowa should include a stop at the famed Bridges of Madison County near Winterset. Here's to a long life because we're just getting started. Stay tuned for more must-see Iowa places in coming issues.

Iowa Great Places.

The Iowa Great Places program helps Iowans create communities, neighborhoods, districts and regions where people want to live, work and raise a family. Adams County, Dubuque, Fairfield, Guttenberg, Jackson County and Mason City were recently named recipients of the Iowa Great Places award. As winners of this statewide program, the communities will have access to a one-stop shop of state resources and programs that can help make their vision a reality. Past winners of this two-year-old program include Clinton, Coon Rapids and Sioux City.

FOR MORE INFORMATION ON THESE AND OTHER EVENTS AND ATTRACTIONS, VISIT WWW.TRAVELIOWA.COM.

IOWA'S ADVANTAGES
ARE ADDING UP.

Iowa's quality of life is ranked best in America.
Forbes, 2006

Four Iowa school districts are designated Top Metro Schools.
Expansion Management, 2006

Iowa ranks 8th in the nation for safest neighborhoods.
Morgan Quitno, 2006

Iowa has the 3rd-best cost of doing business.
Milken Institute, 2006

Iowa ranks among the top 10 smartest states in America.
Morgan Quitno, 2006

WESTERN HISTORIC TRAILS CENTER, COUNCIL BLUFFS



THE FIELD OF DREAMS, DYERSVILLE



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IOWA NOTES



IOWA NURSE WINS J. JILL'S NATIONAL T-SHIRT DESIGN CONTEST.

Casual apparel retailer J. Jill recently chose Rebecca Mueller of Bettendorf, Iowa, as the winner of its "Nature of Compassion" T-shirt design contest. The 58-year-old pediatric nurse has long designed greeting cards using pressed flowers

from her garden, but she never dreamed that her talent would bloom into anything more. "My daughter thinks I should make cards as a business, and I always say, 'No, no,' but she entered me (in the J. Jill contest) to show me maybe I could do more," said Mueller. For her winning design, Mueller received a \$1,000 gift card to the store and a trip to Artista Creative Safaris for Women in Carmel-By-The-Sea, California. Along with her notification letter from J. Jill, Mueller was delighted to find violets and a message telling her that the clothier was donating \$1,000 to the hospital where she works.



SMALL TOWN'S BASEBALL STORY HITS THE BIG SCREEN.

Iowans know well the improbable exploits of little Norway, Iowa's erstwhile high school baseball program. And soon the rest of the country will, too. *The Final Season*, a film about Norway's final and victorious 1991 season, is coming to movie theaters nationwide. The cast includes Sean Astin (best known for his role as Sam Gamgee in the *Lord of the Rings* trilogy) as Kent Stock, the young coach who must step in for legendary Norway coach Jim VanScoyoc (Powers Boothe) and help a team and a community band together for one last shining moment. Norway, population

586, won 20 state high school baseball championships, many while playing against schools five times their size. Iowans familiar with the real Norway baseball story and who have been privy to screenings of the film have commended director David M. Evan's authentic treatment. Filmed in Iowa, industry pundits who have viewed screenings of *The Final Season* are calling it the baseball equivalent of *Hoosiers*. If so, it's sure to become a box-office hit.



LONDON CALLING FOR IOWA ROCK BAND ENVY CORPS.

Rising Iowa rock band Envy Corps recently signed a five-album deal with Mercury Records subsidiary Vertigo Records in London.

The four-member band consists of singer-guitarist Brandon Darner, singer-keyboardist-guitarist Luke Pettipole, bassist David Yoshimura and drummer Scott Yoshimura. In a twist on the usual way American artists hit the national music scene, Envy Corps focused first on the U.K. with a 28-day concert tour in January. However, their inaugural album was recorded not in London, New York or L.A., but in a brand-new state-of-the-art recording studio situated amid the fertile Iowa countryside in the town of Jamaica. The 3,200-sq.-ft. facility, aptly named the Sound Farm, is operated by the band's friend and trusted engineer, Matt Sepanic. Not only does the Sound Farm include all the equipment necessary for a state-of-the-art recording studio, but it's also outfitted with bedrooms, a kitchen and a lounge for those sessions that might require weeks instead of hours. "You could live here," observed Darner. Until it's time to pack your bags for London, that is.