

➤ DID YOU KNOW? IOWA COMPANIES IN THE NEWS

NANOTECHNOLOGY IS HUGE.



In Ames, BioForce Nanosciences, Inc., is poised to add high-tech manufacturing jobs as a result of continued market acceptance of its nanotechnology equipment. BioForce provides products and services that allow researchers to work in ultra-miniaturized scale — where one nanometer equals one billionth of a meter and one human hair measures 200,000 nanometers in diameter.

The NanoArrayer™, BioForce's centerpiece product, was designed for biomedical purposes. It allows scientists to view and track as many as 1,500 different samples at once. Previously, researchers could view only one sample at a time. The NanoArrayer can capture molecular reactions for disease screening, drug development, water and air testing, agricultural and industrial situations, and many other applications. In fact, BioForce is now collaborating with Iowa State University to develop a sensitive nanotechnology-based method for detecting food-borne pathogens.

➤ WITH NEW PRODUCTS AND SERVICES BEING DEVELOPED ALL THE TIME, BIOFORCE ANTICIPATES DOUBLING EMPLOYMENT IN THE NEXT YEAR. FOR MORE INFORMATION ON THIS IOWA COMPANY, VISIT BIOFORCENANO.COM.

VIDA DIAGNOSTICS BREATHES NEW LIFE INTO LUNG DISEASE TREATMENT.



Revolutionary new medical imaging software — developed at The University of Iowa — has the potential to save the lives of those afflicted with lung disease. VIDA Diagnostics, located in Iowa City, develops software for the early detection and treatment of acute and chronic lung disease. According to the National Institutes of Health, lung cancer affects more than 160,000 people in the U.S., while emphysema affects 2.7 million.

VIDA's Pulmonary Analysis will help radiologists diagnose lung conditions faster and with greater accuracy. The software reconstructs a CT scan into a computer model that relates the bronchial tree branchings to the lung tissue it feeds. This software will also help to pinpoint the affected areas of the lung.

➤ VIDA'S PULMONARY ANALYSIS SOFTWARE WILL GIVE PHYSICIANS AN EXCITING NEW TOOL TO ENHANCE PATIENT CARE THROUGH EARLIER AND EASIER LUNG SCREENING. FOR MORE INFORMATION ON VIDA DIAGNOSTICS, VISIT VIDADIAGNOSTICS.COM.

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INTRADYN SELECTS IOWA FOR NEW PRODUCTION OPERATION.



After a six-month search, Intradyn Inc., a Minnesota-based company that produces software for data protection and preservation, announced that it has chosen Mason City for its new operation. Mason City stood out for a variety of reasons: the proximity to Minnesota, the work ethic of Iowans, and the number of people with whom to partner. The project will create 63 new jobs.

Business owners are realizing that the survival of their organizations depends on its data. Intradyn's award-winning RocketVault makes data backup easy, with simple setup and the ability to encrypt data for security. Intradyn's ComplianceVault captures all of a company's e-mail on a continuous basis, storing all e-mail messages on both hard disk and tape media.

➤ AS THE FIRST COMPANY TO INTRODUCE TRUE APPLIANCE SOLUTIONS THAT CAN SIMPLY AND AFFORDABLY MEET THE UNIQUE NEEDS OF SMALL AND MIDSIZED BUSINESSES, INTRADYN IS RECEIVING EXCELLENT EARLY MARKET ACCEPTANCE. FOR MORE INFORMATION, VISIT INTRADYN.COM.

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FEATURE ARTICLE

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➤ WELLS FARGO
"MOST ADMIRED" BANK

Wells Fargo is America's No. 1 "Most Admired" large bank this year, according to *Fortune*. More than 10,000 executives, directors and securities analysts rated the 20 largest companies in their industry based on management quality, product/service quality, innovativeness, investment value, financial soundness, talent, social responsibility and use of assets. Along with 79 locations and 12,900 employees in Iowa, Wells Fargo's home mortgage and financial business units are also headquartered in the state.

➤ MUSCATINE'S HNI AMONG 50 BEST
U.S. MANUFACTURERS

Industry Week has ranked HNI Corporation as one of the "50 Best U.S. Manufacturers" for the fourth year in a row. Of 500 of the largest manufacturing companies in the nation, HNI was recognized in the top 50, based on financial measures that pertain to operational efficiency and market success. HNI is the world's second-largest manufacturer of office furniture and leads the nation in manufacturing and marketing gas- and wood-burning fireplaces. The corporate headquarters, as well as six manufacturing and two distribution centers, are located in Muscatine, Iowa. Seven additional companies with Iowa operations were also included in the top 50 list.

➤ WINNEBAGO TAKES TELEVISION
SHOWS ON THE ROAD

The Early Show is traveling across the U.S. in Winnebago motor homes for *The Great American Vacation* — its summer travel promotion. Winnebago Industries, Inc., provided two 2007 Winnebago View motor homes as *The Early Show* staff goes on the road to surprise 16 viewers with summer vacations. Winnebago also provides motor homes to television game shows. The game show promotions feature motor homes known as "The Brain Bus" for *Jeopardy!* and "The Wheelmobile" for *Wheel of Fortune*. Winnebago Industries is headquartered in Forest City, Iowa, and employs more than 3,000 Iowans.



MEMBER HIGHLIGHTS



At Principal, we're in the business of helping people achieve and maintain financial security. From simple planning tools to a wide range of financial products, we've been helping individuals and businesses of all sizes for more than 125 years. Our secret to that longevity is in our people. It's only through a diverse team that we can be successful in serving people around the world. Our culture, total compensation, approach to diversity and commitment to our communities is a winning combination. And that's what makes it a great place to work.

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BIG NAMES RIDE AND FLY ACROSS IOWA

Switching gears, **Lance Armstrong** forgoes the Tour de France this year in favor of RAGBRAI XXXIV, July 23 – 29. Thousands of cyclists and Lance Armstrong fanatics convened in Sergeant Bluff for the Register's Annual Great Bicycle Ride Across Iowa. The largest and oldest event of its kind had overnight stops in Ida Grove, Audubon, Waukee, Newton, Marengo and Coralville and concluded in Muscatine on the Mississippi River. Armstrong's interest in RAGBRAI stems from the stories he's heard about Iowa's scenic routes and small towns, community involvement, pie and pork chops. Armstrong joined the ride in Newton and discussed cancer funding with riders along the way to Coralville in hopes of making it an issue in the 2008 presidential election.

Superman Returns had super fan turnout in the weeks following its debut. For the premiere of *Superman Returns*, hundreds of fans lined up for hours at the Science Center of Iowa's IMAX® theater to see Norwalk-native **Brandon Routh** star as Superman. Similarly, hundreds of fans attended the *Superman Returns* premiere at Jordan Creek Town Center to meet Routh as well as his parents, siblings and now fiancé, Courtney Ford. Routh's path to success began years ago when he was involved in drama during high school. He enrolled at The University of Iowa to study English in anticipation of becoming a writer. Then he followed his dreams to New York City and on to Los Angeles. He landed small parts in music videos, sitcoms and soap operas, and to pay the bills, he worked as a bowling alley bartender. Then he auditioned for the role as Superman, which his family said was a natural fit. He's courteous and polite and has Midwestern qualities similar to those of Clark Kent. His family says that in spite of being famous, Routh is still the same sweet, realistic, laid-back guy.

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

BICYCLING THROUGH GRANGER ON RAGBRAI



SCIENCE CENTER OF IOWA, DES MOINES



IOWA'S ADVANTAGES ARE ADDING UP.

Iowa is the fifth-best state in the nation for workers, considering fair gender treatment, opportunities and pay.
University of Massachusetts, 2005

Iowa has the shortest hospital emergency room wait in the U.S. — with an average of 138.3 minutes.
Press Ganey Associates, 2006

Iowa is ranked ninth for the most knowledgeable drivers in the country.
GMAC Insurance National Drivers Test, 2006

Iowa is the fifth-healthiest state in the U.S., based on factors such as infant mortality rates, population with health insurance, and healthcare expenditures.
Morgan Quitno, 2006

Iowa City is the 10th- "smartest" city out of 50, based on economic vitality and quality of life.
Kiplinger's Personal Finance, 2006

ATTENDING A COLLEGE FOOTBALL GAME IN IOWA THIS FALL? EXTEND YOUR STAY AND CHECK OUT SOME NEW ATTRACTIONS.

VISIT www.traveliowa.com to plan a LONG WEEKEND in Iowa!

IOWANS IN THE NEWS



Drew Coffin, a 14-year-old from Coralville, Iowa, placed eighth out of 55 in the National Geographic Bee. Alex Trebek, the *Jeopardy!* host, officiated at the competition, which occurred at the National Geographic Society. Coffin was eliminated when he failed to name the largest freshwater lake in Cambodia. The answer is the Tonle Sap. Coffin is an honor-roll student who learned to read at age two, completed 100-piece puzzles at age three, and enjoys drawing maps, writing poetry and collecting phone books. He studied for the bee by researching countries and landforms and reading maps. Almost 5 million children around the U.S. participate in geography bees each year. The winner of the National Geographic Bee receives a \$25,000 scholarship. Coffin was Iowa's representative last year, but 2006 will have been his last appearance at the bee, as only 11- to 14-year-olds are eligible.



Jim Perkins, a University of Iowa student from Des Moines, won the WB's reality TV show, *Survival of the Richest*. The show partners young working-class kids with very rich counterparts to complete a variety of jobs, from picking peppers under the hot California sun to betting on horses. Perkins was paired with T.R. Youngblood Jr. of Detroit, the heir to a family worth \$20 million. Each week, a team was eliminated from the show, and the remaining teams proceeded to the next round for a chance to win. For Perkins, who played poker to pay for college,

winning the competition meant winning \$100,000. For the wealthier participants, it meant proving they have a strong work ethic. Perkins attributes his work ethic to his dad, a firefighter and landscaper in Des Moines. Perkins didn't seek out the show — it found him. While vacationing in Las Vegas, casting agents spoke to him about a role.



As NHRA drag racers, Tommy Johnson Jr., a native of Ottumwa, and his wife, Melanie Troxel, make up the only husband-wife union in professional motorsports. They met at the track in 1987 and married in 2002. Troxel could become the second woman to win a championship; she leads the Top Fuel standings. Johnson, a driver for Don Prudhomme Racing, ranks fifth in Funny Car points. The race in Topeka is one of Johnson and Troxel's favorites. Fans from Iowa make up 17 percent of the 100,000 people who attend the four-day event. On days that Troxel and Johnson race, they're so busy that they hardly have time to interact with each other, but dream big of a double win.

IOWA HUMAN RESOURCE RECRUITMENT CONSORTIUM

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