

With the tremendous support from our investors and the willingness of area executives who participated in this process, the Iowa City Area Development Group offers this concise, impressive comparative data summary. Representatives of 51 area companies provided a unique insight into their operations, and candid feedback about the infrastructure and labor force our area offers. The release of the 2006 North American Data Study, a compilation of more than 11,000 standardized business retention interviews from across the country, offers the ability to compare local information with national figures.

This summary defines Business Growth and Value; workforce strength and the supporting factors contributing to the success of area companies; what the figures mean; and how the Iowa City Area Development Group utilizes this information to further enhance our business climate.

Satisfaction with infrastructure (1-7 scale)

	Iowa City Area Rating	National Rating	Variance
University	6.4	4.0	+60%
Schools (K-12)	6.3	5.1	+23%
Health Care	6.2	4.4	+41%
Fire Protection	6.1	6.2	-2%
Economic Development Organization	6.0	4.0	+50%
Ambulance / Paramedic Services	6.0	6.1	-1%
Community College	6.0	3.3	+84%
Police	6.0	5.8	+3%
Community Services	5.7	N/A	
Trucking	5.7	4.3	+32%
Zone Changes and Building Permits	5.6	5.3	+5%
Chamber of Commerce	5.6	4.0	+41%
Natural Gas	5.5	N/A	
Air Cargo Service	5.5	2.8	+97%
County Services	5.5	5.2	+6%
Sewer	5.4	N/A	
Highways	5.4	4.7	+14%
Child Care	5.3	3.2	+65%
Telephone Service	5.3	N/A	
Electric	5.3	N/A	
Internet Access	5.3	N/A	
Water	5.2	N/A	
Internet Speed	5.2	N/A	
Regulatory Enforcement	5.1	4.9	+3%
Streets and Roads	5.0	4.0	+24%
Cellular Service	5.0	N/A	
Traffic Control	4.8	4.5	+5%
Public Transportation	4.7	4.2	+12%
Community Planning	4.7	4.6	+1%
Property Tax Assessment	4.6	4.4	+6%
Airline Passenger Service	4.4	4.2	+5%

List of companies participating in the interviews

ACT, Inc.	Mercer Administration
Alpla of Iowa	Meta Communications
Bio-Research Products, Inc.	Millard Refrigerated Services
Breakthrough to Literacy	Moore Wallace, an RR Donnelley & Sons Co.
Buckle Down Publishing	National Learning and Achievement
Budcat Creations	NGI - National Genecular Institute
C.H. Robinson Worldwide Inc.	Noel-Levitz
Centro	Optical Mechanics
City Carton Recycling	Oral-B Laboratories
CompleWare Corporation	Patient Education Institute, Inc.
CorrFlex Display & Packaging	Pearson Educational Services
Digital Artefacts	Plastic Products
Ecolotree	Procter & Gamble Mfg. Co.
Economy Advertising	Protek Medical Products, Inc.
GEICO Direct	Ramaanchar Technologies, Inc.
Graham Packaging	Revenue Cycle Partners
Hawkeye Foodservice.	Roberts Dairy
IAC (formerly Lear Corporation)	Rockwell Collins
Innomatix LLC	Transport America
Innovative Software Engineering	United Natural Foods
Integrated DNA Technologies	Vertex Pharmaceuticals
J. M. Swank Inc.	VIDA Diagnostics
JMI Laboratories	ViraQuest Inc.
LMS Engineering Innovation	West Liberty Foods
Loparex	West Wind Education Policy
Mantz Automation	

Iowa City Area Development Group

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Iowa City Area Development **Group**



Minding our.OWN businesses

INSIGHTS FROM THE 2007 SYNCHRONIST
BUSINESS INFORMATION SYSTEM®

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Business Growth and Value

What we learned

- 67 percent of area companies interviewed plan an expansion, 14 percent higher than national data and 26 percent higher than Midwest data
- 69 percent will likely increase their employment levels compared to only 44 percent of national companies
- 35 of the companies interviewed plan to add a combined 1,500 jobs in the next two years
- 92 percent plan to launch new products/services in the next two years, only 74 percent of national companies have similar plans
- 71 percent are increasing their market share, 25 percent higher than national data

Area companies interviewed show:

- 20 percent higher average value to the community
- 15 percent higher average rate of growth
- 12 percent lower risk for potential downsizing, closing or leaving the area
- 3 percent higher satisfaction ranking for community services

What this means

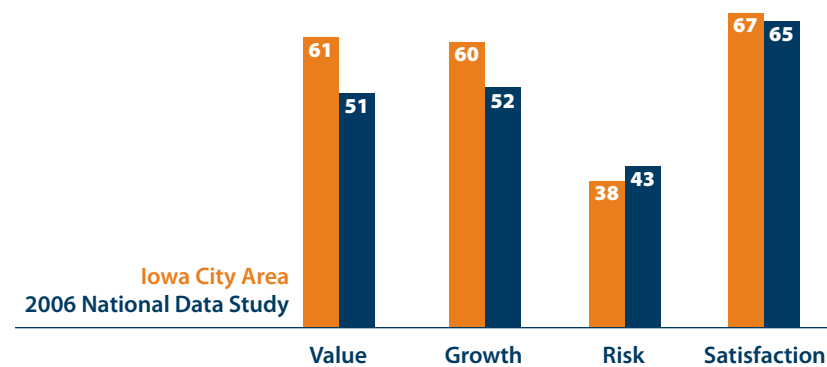
Unlike some regions, which can become dependent on a few main employers, the Iowa City area market is comprised of numerous high-value companies across a variety of industry sectors. These companies represent a varied mix of size and age while sharing a common tenet of innovation. They anchor the market with a stability characterized by strong growth, high satisfaction and low risk. The future of our area economy looks very strong.

What we are doing

Internally the Iowa City Area Development Group uses this data to evaluate each company and works to mitigate any risk factors of concern. The best tool we have to keep our market strong is an early and comprehensive understanding of any limiting forces that could prevent a company from expanding into the area or cause them to consider closing, leaving or downsizing.

Externally, this comparative data provides reliable indicators of our economy's strengths to attract a variety of new companies and investment into the area. One of our greatest resources is a quality workforce.

Comparison of area vs national VGRS averages

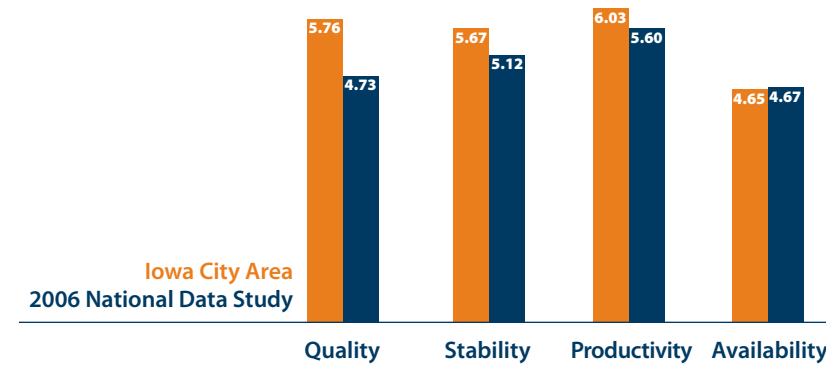


Workforce Strength

What we learned

- Area employers rate the quality of the local workforce 22 percent higher than national figures
- Employee stability is 11 percent higher than national ratings
- Area employees are 8 percent more productive than their peers nationally
- Area employers spend approximately 17 percent less on remedial skills training than other regions in the country
- Workforce availability shows similar traits to national trends

Workforce satisfaction rating comparison



What this means

Workforce statistics reveal recruiting is a common issue across the country. Our data shows area companies experience similar recruiting issues as peers around the nation. The difference is in the quality of available workers. Our region enjoys the luxury of drawing from a highly-qualified, stable and productive pool of workers. Area executives are pleased to cite the quality of the labor pool when listing the advantages of doing business in the area.

A traditional Midwest work ethic, coupled with a rich history of the area's educational strengths, has produced a labor force that is more cost effective to train, allowing companies to devote more resources to innovation.

What we are doing

To assist local companies find workers they need, the Iowa City Area Development Group and our partners:

- Host an annual Corridor Career Fair drawing more than 1,100 jobseekers
- Travel to numerous Midwest and national career and diversity fairs
- Developed the "Pick Your Pace" Employee Recruitment packet
- Compiled an area Employment Directory CD Rom
- Reach out to more than 100,000 university and college alumni highlighting the benefits of the Corridor
- Work closely with area employers to develop and post job listings in appropriate venues
- Engage young leaders at the regent universities, private four-year colleges and community colleges to better market the region to graduates
- Promote CorridorCareers.com as the premier job posting site in the region
- Advocate for Skills Advantage Career Ready certificate

Supportive Business Climate

What we learned

Executives were asked to rate their satisfaction with 31 aspects of the area infrastructure on a seven point Likert scale. The researchers who developed the 2006 North American Data Study define a competitive advantage or significant weakness if area data shows a respective variance of more or less than 4 percent from the national norm. These ratings show the foundation for our high quality of life is based in education from area K-12 schools, Kirkwood Community College and the University of Iowa, which has a collective positive variance of 51 percent above national figures. Similarly healthcare shows a very strong rating, well above the national data.

One of the strongest competitive advantages in the area is transportation. Specifically, air cargo service, which rated nearly double the national average, plays a vital role for many growing companies. Trucking, highways, streets and roads and public transportation all show significant strength as well.

What this means

Overall these ratings confirm services that companies and their employees rely on stack up well and define the Iowa City area as a great place to do business. These ratings confirm our community leaders' diligence to invest in services and improvements our primary sector companies depend on for their success.

The ability to examine ratings gives us the opportunity to provide reliable feedback to companies considering the area. Instead of anecdotal information, these comparable figures are a testament to the quality of our area's infrastructure.

See the chart on the previous panel.

What we are doing

The Iowa City Area Development Group uses these ratings, along with other factors such as legislative concerns and specific comments, to make recommendations to improve our business climate. This information is communicated to community leaders who seek remedy to existing limitations while taking a long view to determine ways to meet future infrastructure needs of the primary sector companies in our area.

Iowa City, Coralville and North Liberty leaders were presented reports specific to their communities. The reports quantified growth and satisfaction compared to area-wide and national data. A report was prepared for the Eastern Iowa Airport noting satisfaction levels and feedback about air passenger and cargo service.

The Iowa City Area Development Group communicates the competitive advantages discovered through this process with companies interested in the area and site selection consultants to keep our area top-of-mind as an ideal place offering extraordinary opportunities in unexpected places!