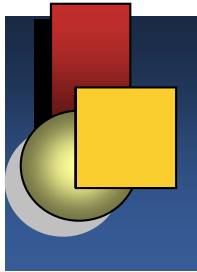




Iowa's Competitive Position

Eric P. Canada
Blane, Canada Ltd.

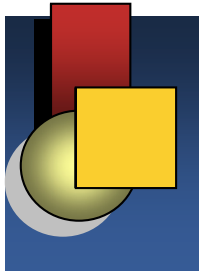
PDI Annual Conference



Strategic Partnership

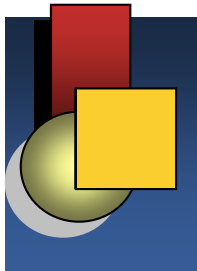
- **Aquila Inc.**
- **Alliant Energy-IPL**
- **Iowa Area Development Group**
- **MidAmerican Energy Company**
- **The Iowa Department of Economic Development**
- **Local Economic Development**



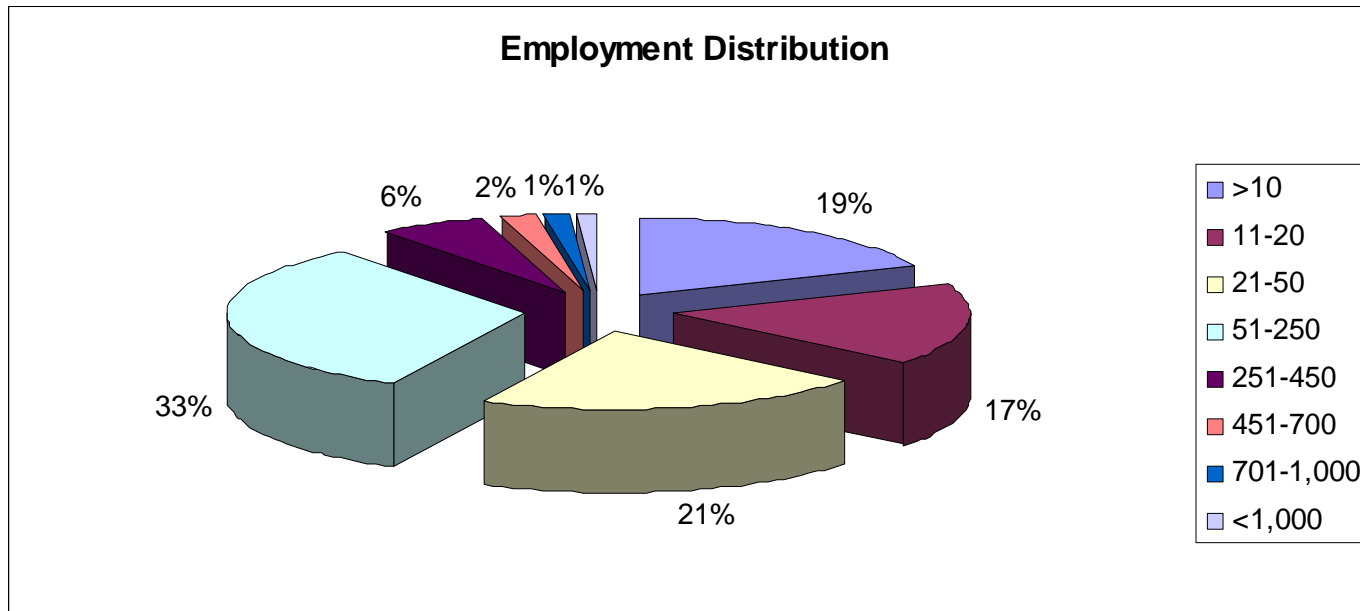


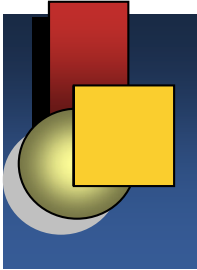
Iowa KPI Base

Iowa	
1,267 Synchronist Interviews	11,127
128 Communities	676
41 Counties	298
34/66 Rural/Urban	43/57

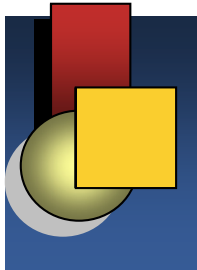


Distribution by Employment





**Any number is a good
number, until there is a
point of comparison.**



Key Performance Indicators (KPI)

**Quantifiable measurements
established by agreement.**

**... to "value" difficult
to measure activities.**

Key Performance Indicator Analysis

Competitive Intelligence

Executive Interviews

Local Findings

North American Data Study

92 KPI

Local Findings

Absolute Objectivity

Portfolio

Workforce
Product

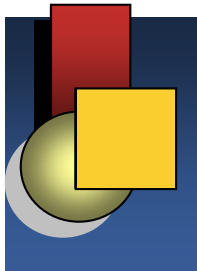
KPI



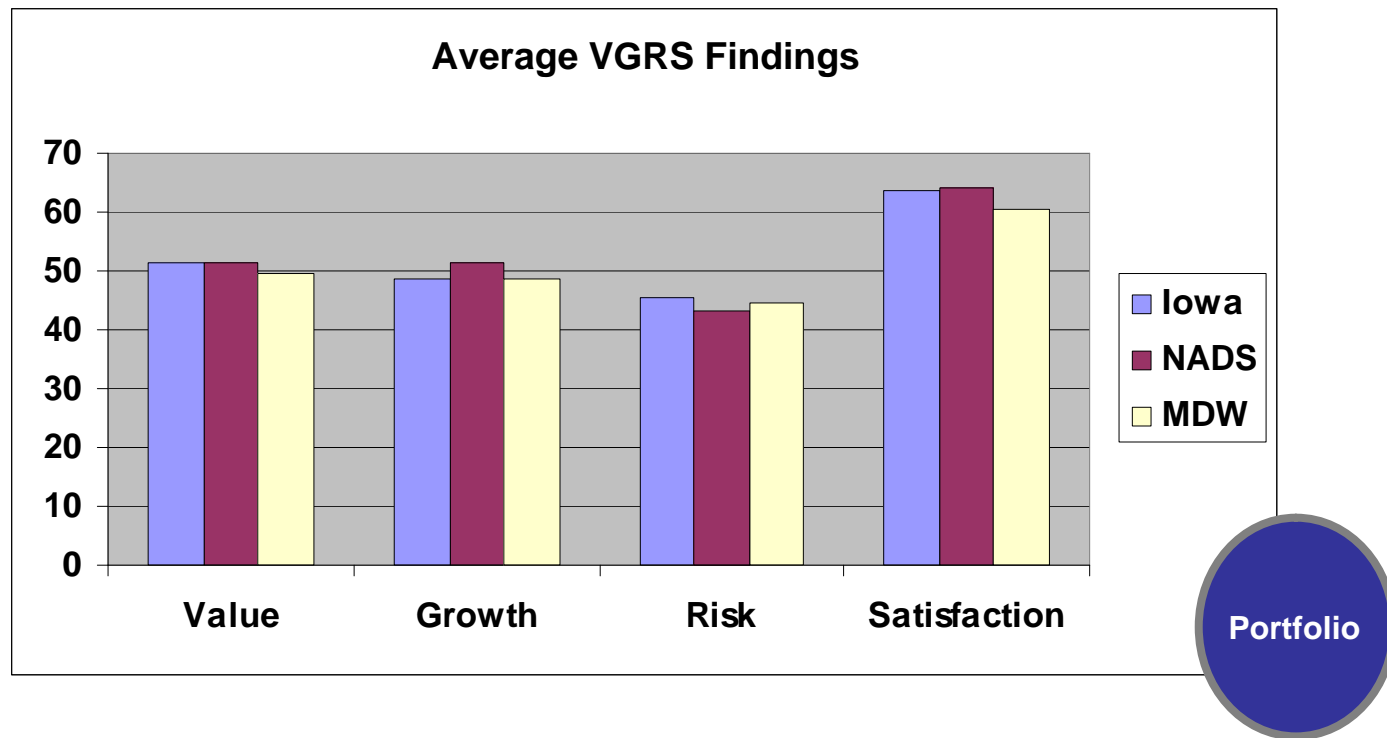
Strength

Weakness

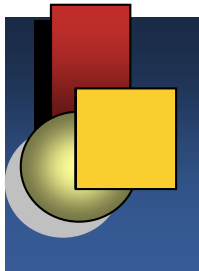
≥4% from KPI



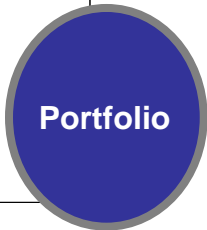
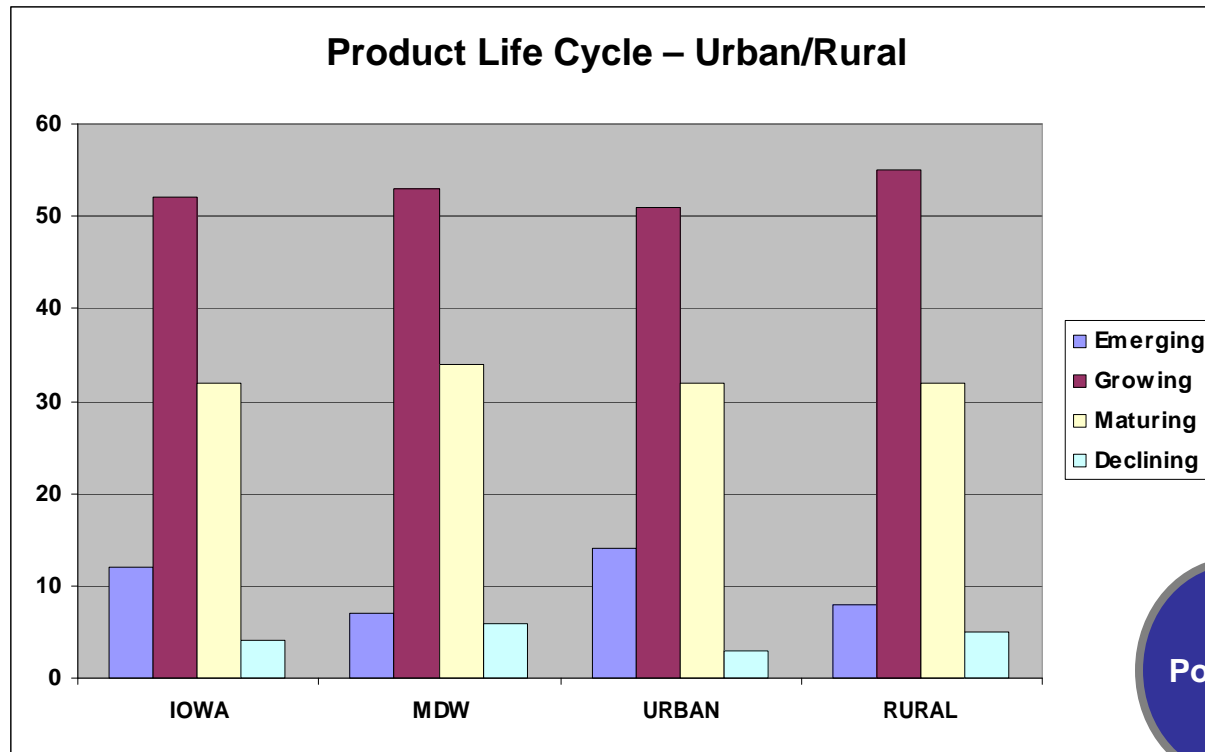
Value, Growth, Risk, Satisfaction



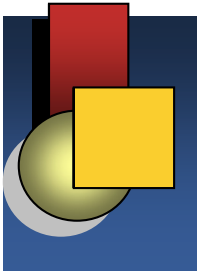
On Par



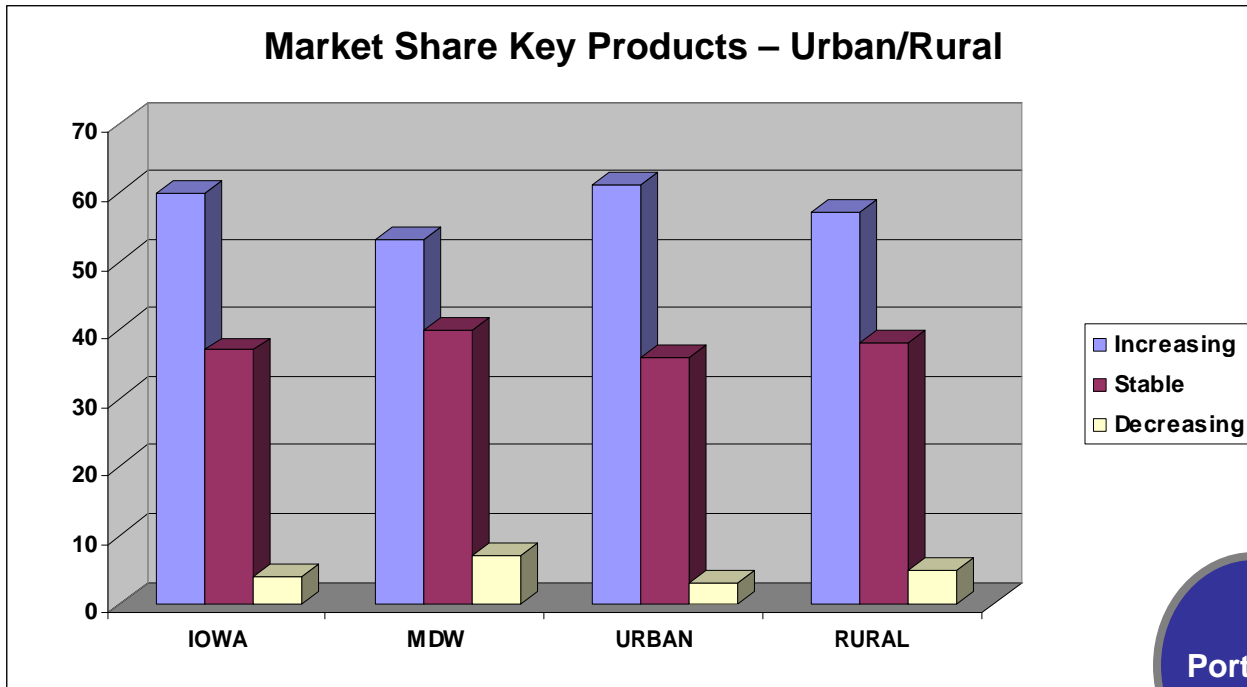
Product Life Cycle



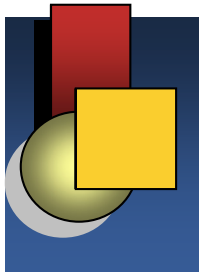
Major Advantage



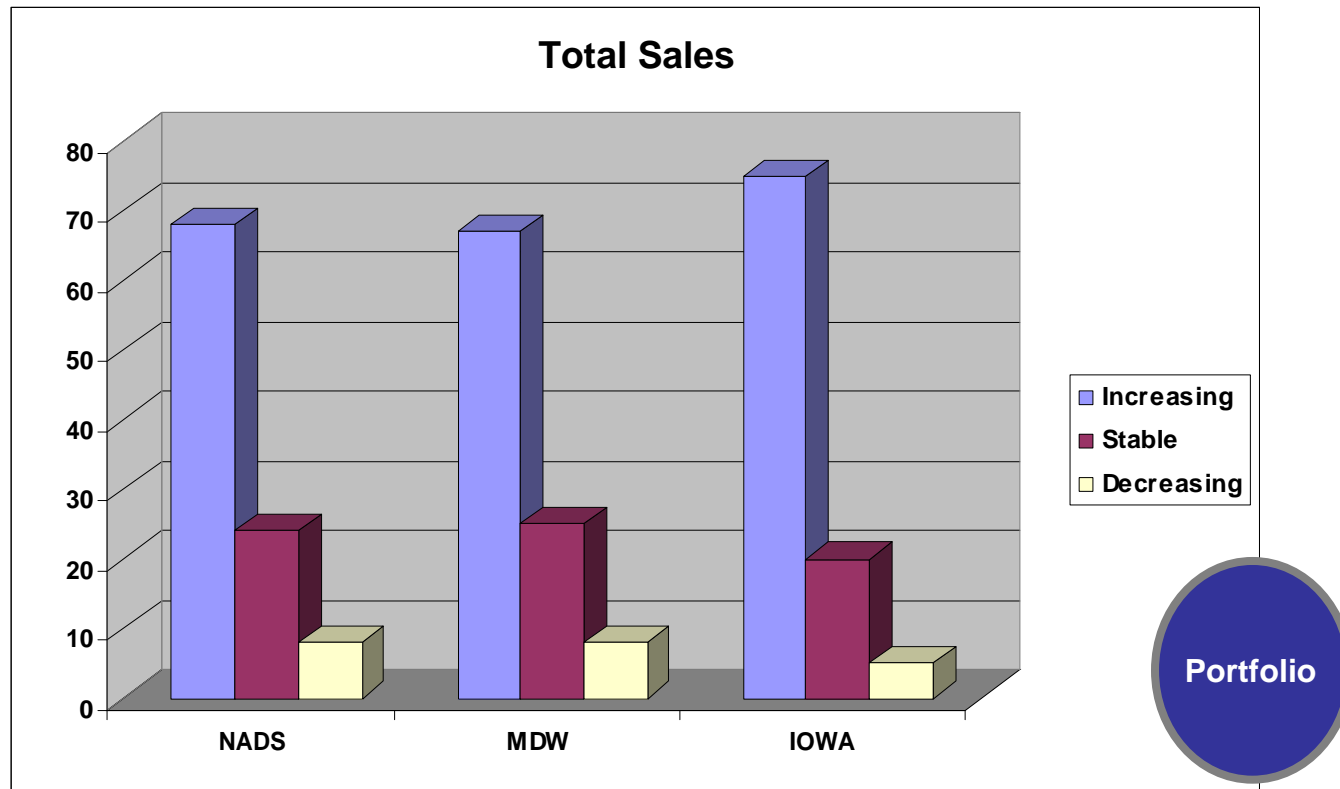
Market Share Key Product



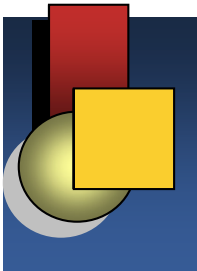
Major Advantage



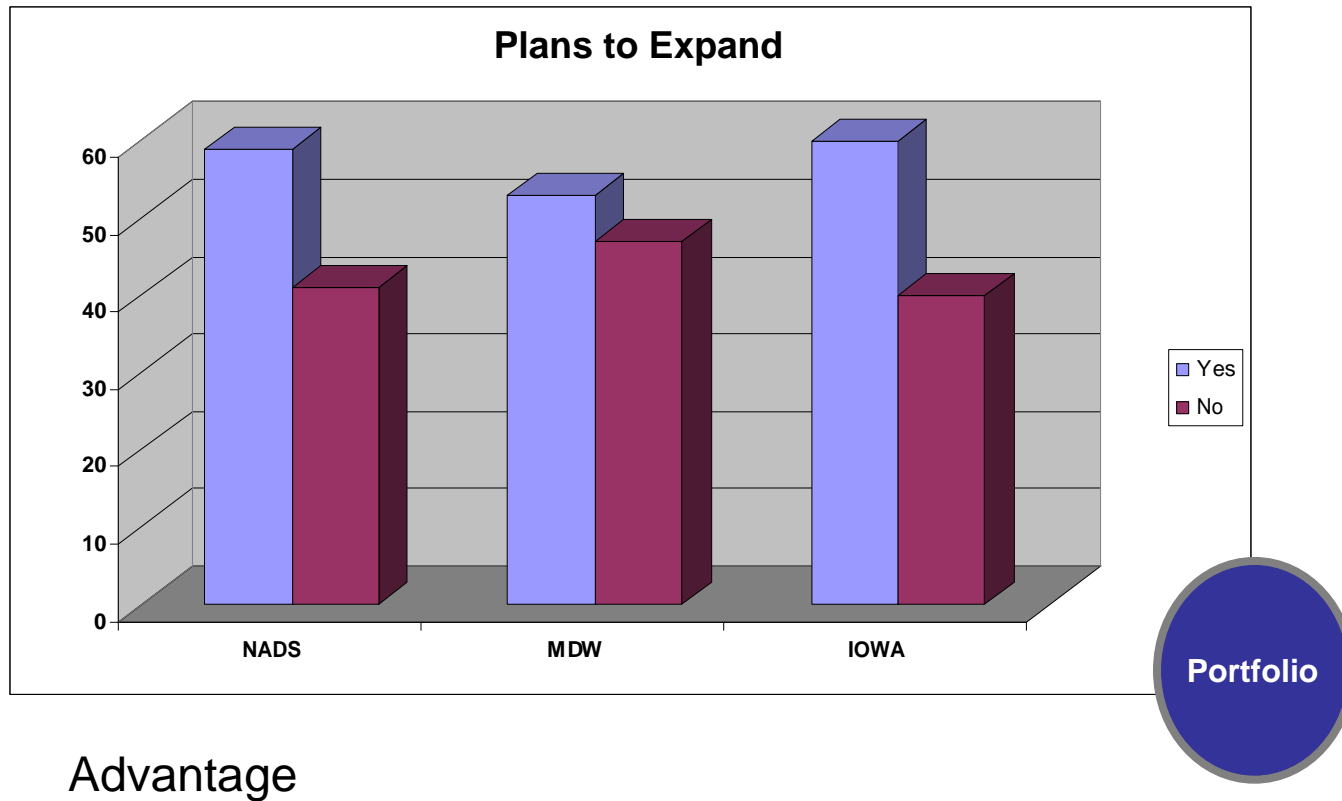
Total Sales



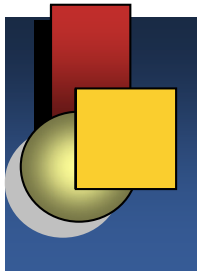
Major Advantage



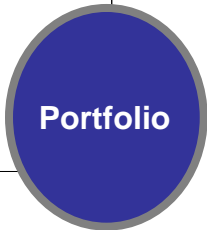
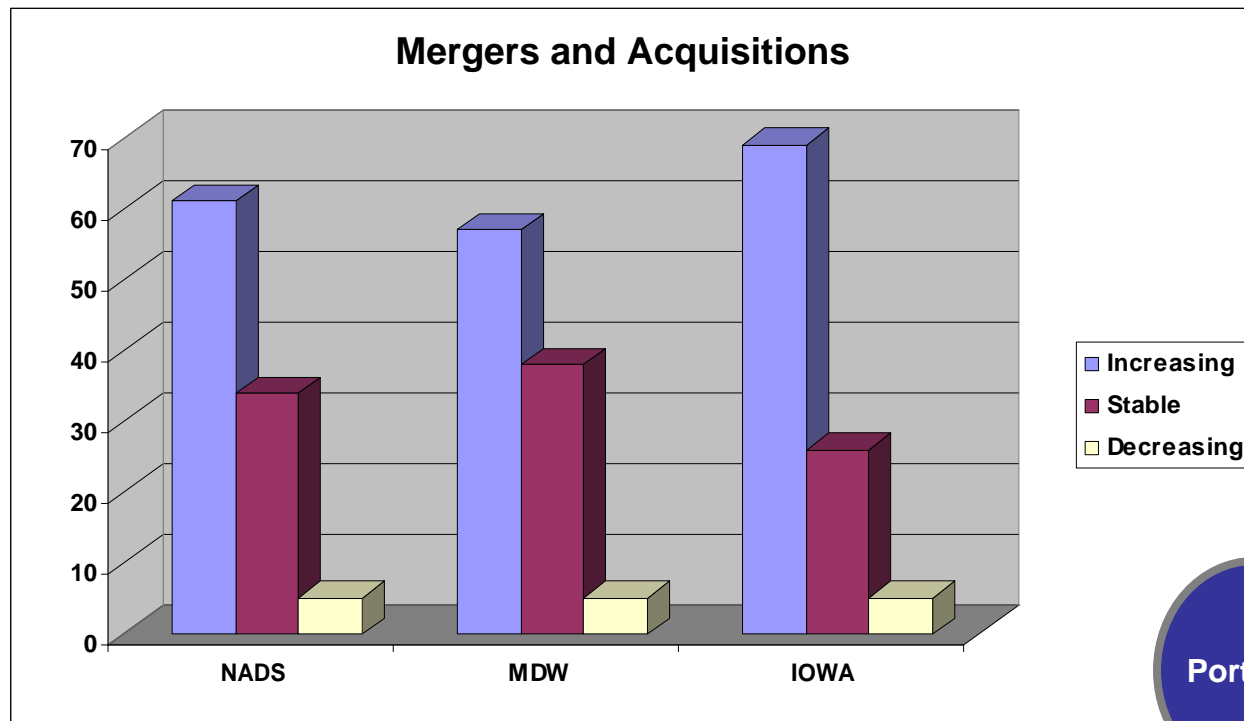
Plans to Expand



Advantage

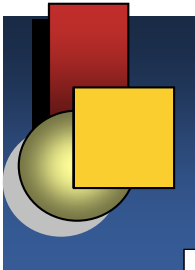


Mergers & Acquisitions

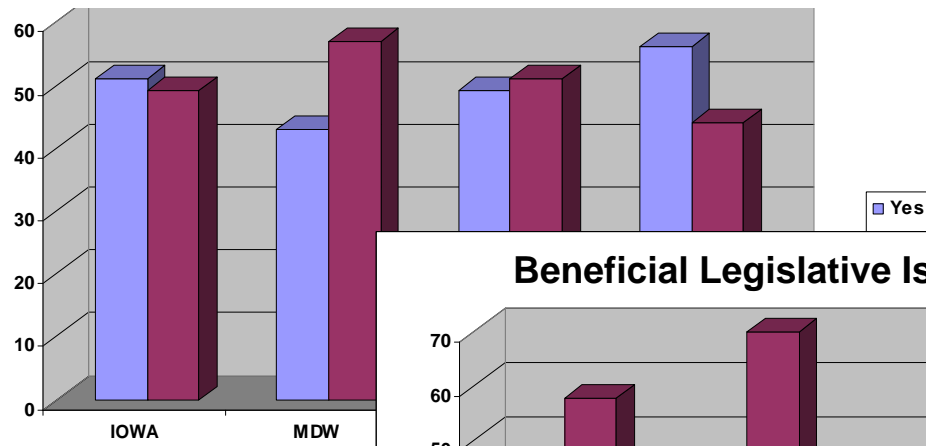


Disadvantage

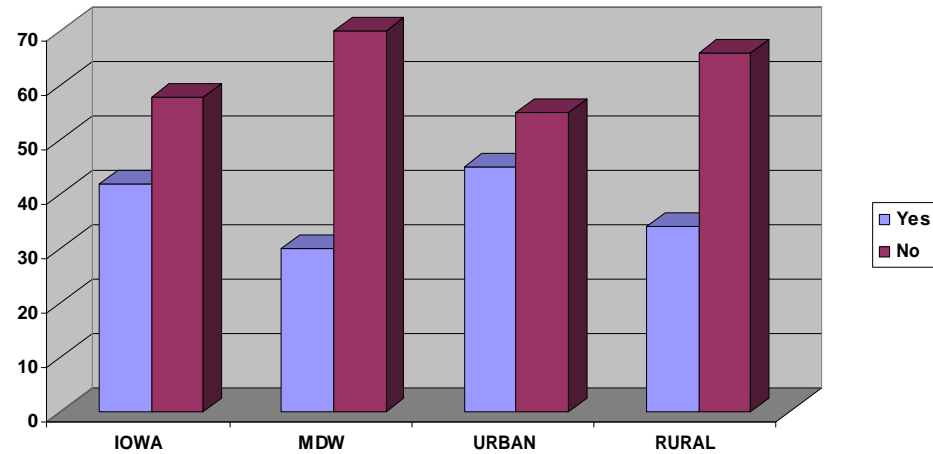
Legislative/Regulatory Environment

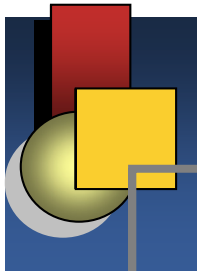


Adverse Legislative Issues – Urban/Rural



Beneficial Legislative Issues – Urban/Rural

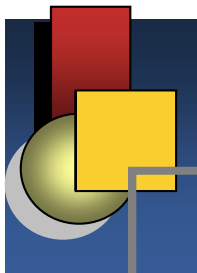




Strengths

Product

Table 2			
Community Strengths	BEST of Iowa Responses	BEST of Iowa Percent	NADS KPI Comparison
Business Climate Positive	279	16.9	Very High
Quality of Life Positive	263	15.9	Very High
Location	233	14.1	High
Workforce/ Labor Market Attributes	165	10	Very Low
Employee Work Ethic Positive	132	8.0	Very High
Education System Strong	102	6.2	Very High
Transportation System Good	99	6.0	Low
Infrastructure Good	80	4.8	High
Community Services Good	74	4.5	On Par
Community Leadership Positive	56	3.4	On Par
Cost of Doing Business Low	39	2.4	Low
Economy/ Community Stable	33	2.0	On Par
Cost of Living Low	31	1.9	On Par
Business Mix, Services	29	1.8	Very Low
Customer/ Supplier Accessibility	26	1.6	Very Low

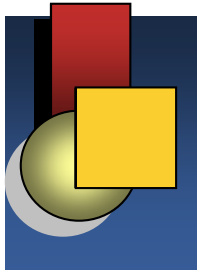


Weaknesses

Table 3

Community Weaknesses	BEST of Iowa Responses	BEST of Iowa Percent	NADS Differential
Transportation	206	16.4	High
Quality of Life Negative	192	15.0	Very High
Labor - Skilled Worker Supply Inadequate	155	12.1	Very High
Business Climate or Community Mentality Negative	113	8.8	Very Low
Infrastructure Poor	84	6.6	High
Community Leadership Negative	84	6.6	High
Labor – Other	63	4.9	Very Low
Affordable or Available Housing	23	1.8	Very Low
Cost of Doing Business High	50	3.9	Low
Educational System Weaknesses	11	0.9	Very Low
Location	37	2.9	On Par
Community Services Poor	33	2.6	On Par
Business Services Inadequate	32	2.5	On Par
Labor - Unskilled Labor Supply Inadequate	25	2.0	High

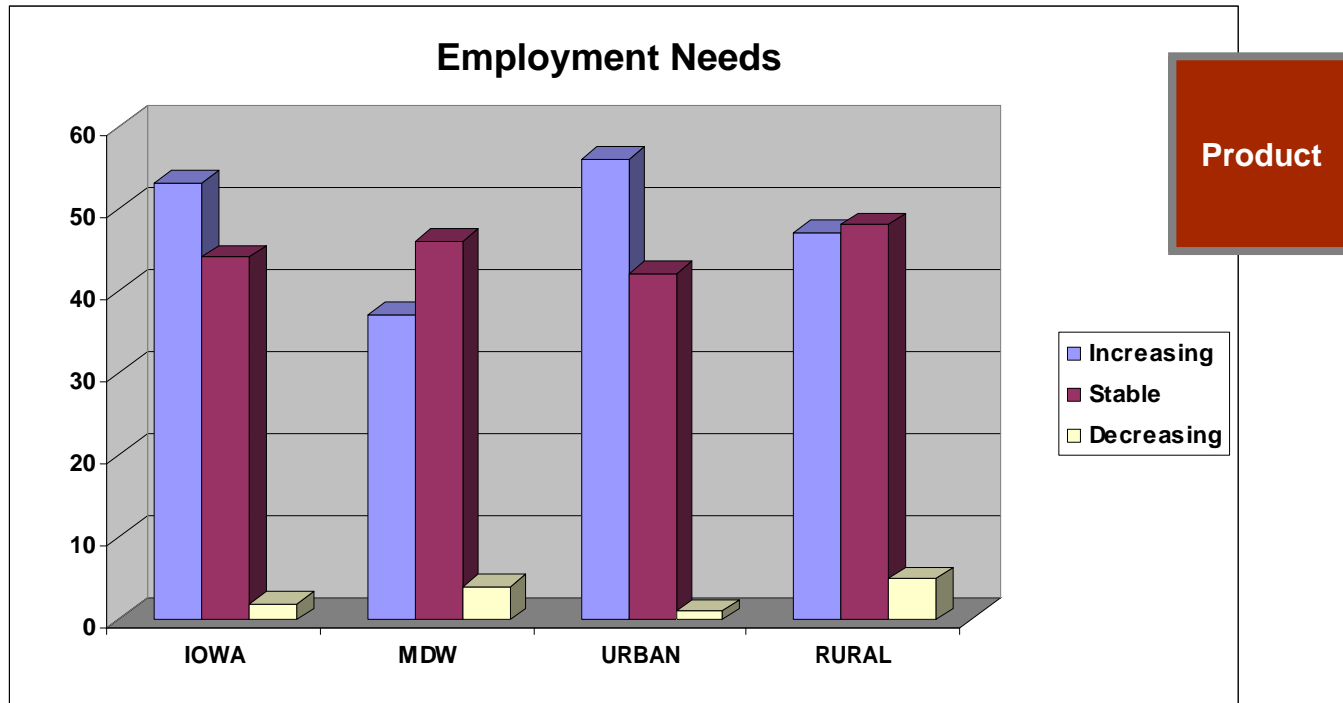
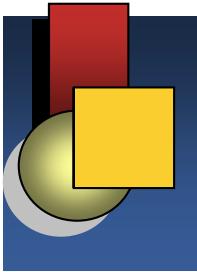
Product

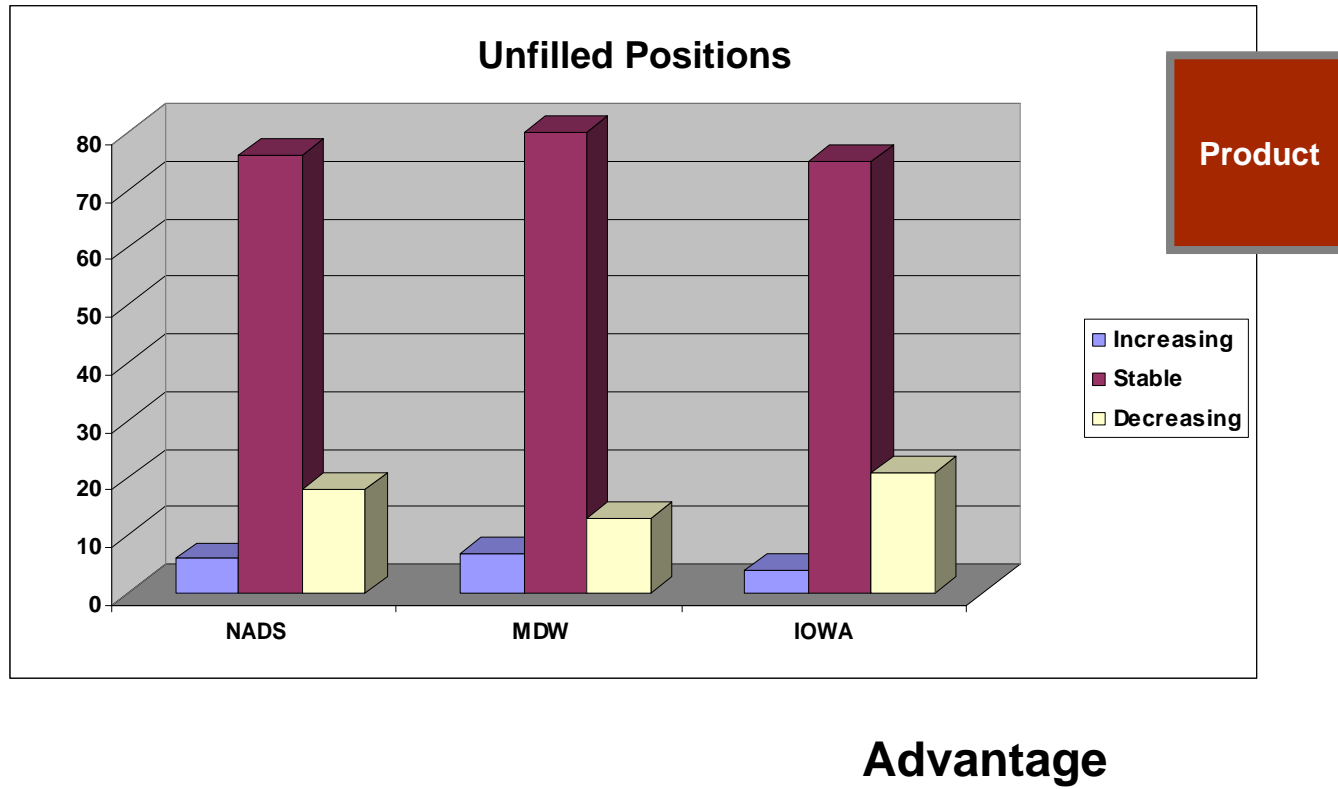
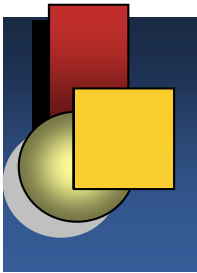


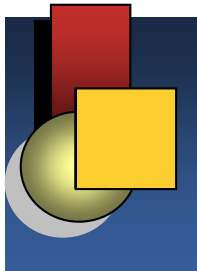
Business Priorities

Table 3				
Iowa Statewide SWOT Priorities for Business				
Greatest Impact	Moderate Impact	Weakest Impact	Ranked Issue ^a	Evaluation
1	3	4	Business Climate Negative	Under Rated
2	6	7	Cost of Doing Business High	Critical Difference
3	4	6	Labor - Other	Under Rated
4	2	3	Labor - Skilled Worker Supply Inadequate	On Par
5	7	NA	Land Availability or Cost	Critical Difference
6	8	1	Transportation Weaknesses	Over Rated

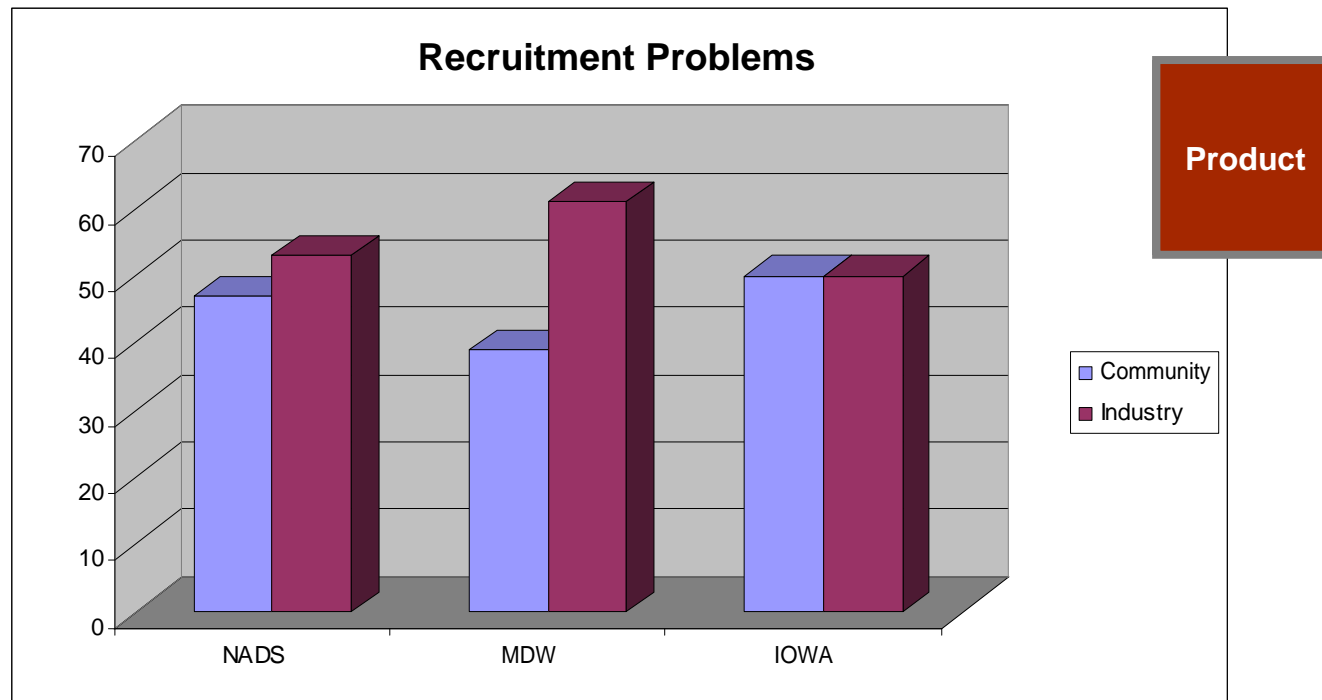
Product



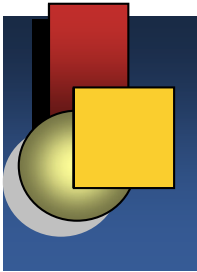




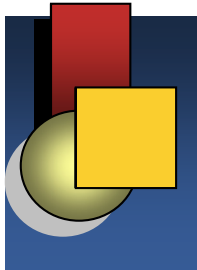
Workforce



Disadvantage

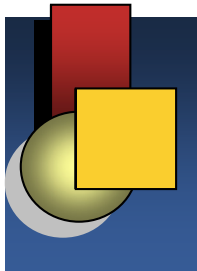


Advantage

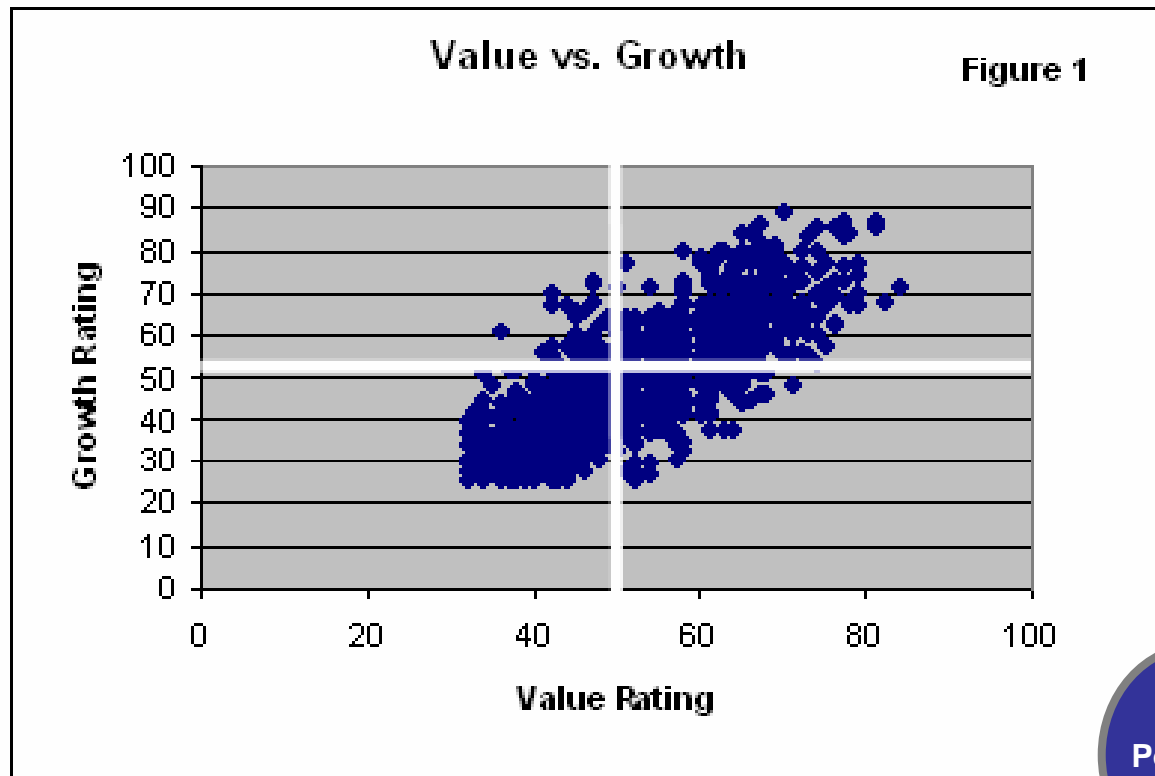


Competitive Position Summary

Table 1		
	North American KPI	Midwest KPI
Major Strengths	5	12
Minor Strengths	5	6
Major Weakness	11	13
Minor Weakness	5	1
On Par	39	26

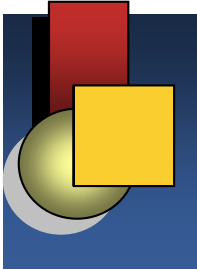


Iowa's Portfolio





Improving Iowa's Competitive Position



“What’s In It For You”

e-Synchronist Training Tour

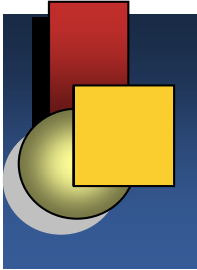
10:00 – 2:00

July 29th - Council Bluffs, IA – Entrepreneurial Center

July 30th - Ames, IA – Des Moines Area Community
Center – Hunziker Center

July 31st - Fairfield, IA – ??

August 1st - Dubuque, IA – Town Clock Center



BREI Annual Conference

BREI Annual Conference

May 13-15, 2009

Des Moines

Marriott Downtown

Annual Awards