

FORTUNE

AMERICA'S MOST ADMIRABLE COMPANIES

The 'A' List

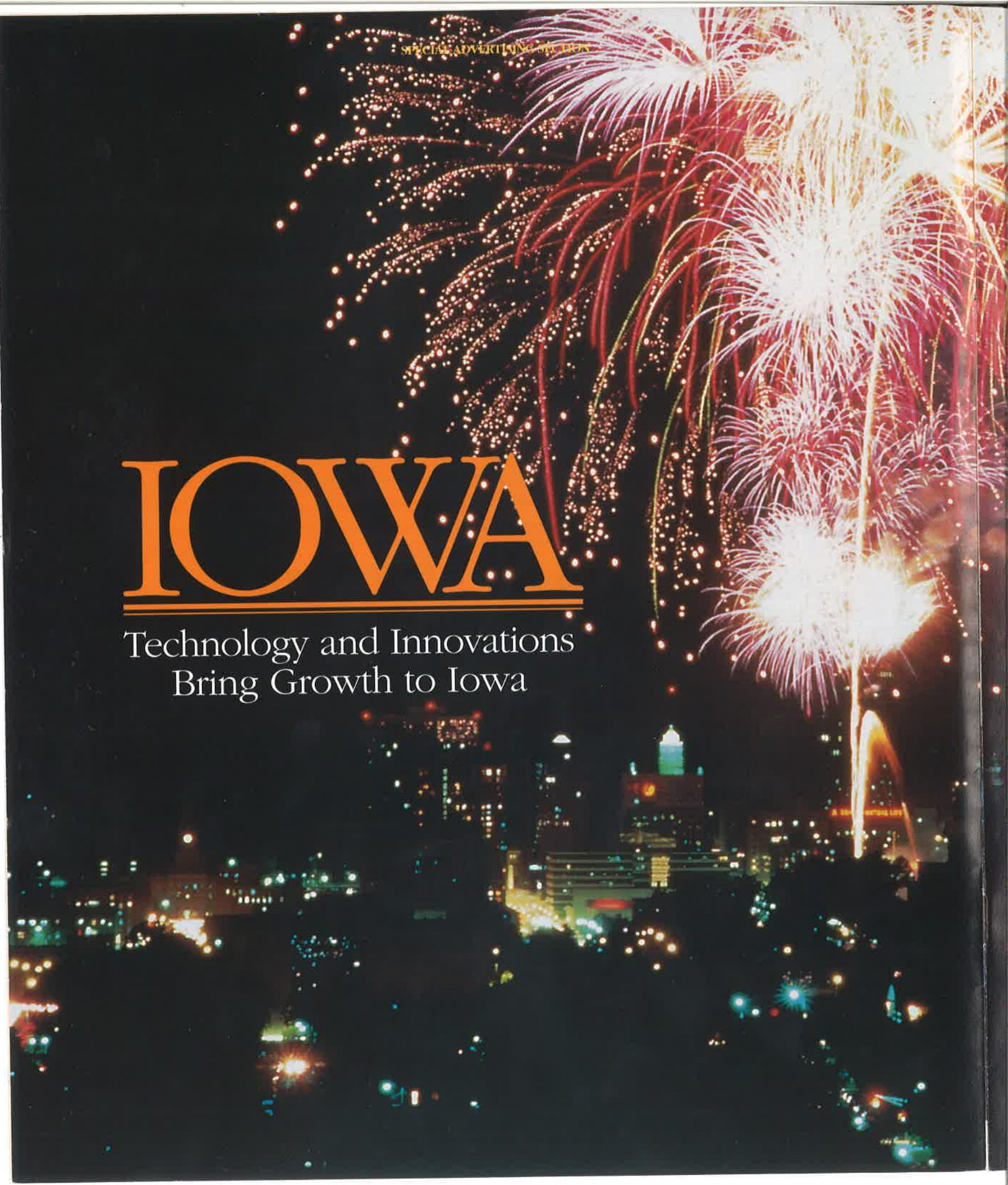
1. Coca-Cola
2. Procter & Gamble
3. Rubbermaid
4. Johnson & Johnson
5. Intel
6. Merck
7. Microsoft
8. Mirage Resorts
9. Hewlett-Packard
10. Motorola

**The Verdict:
Brands Rule**

SPECIAL ADVERTISING SECTION

IOWA

Technology and Innovations
Bring Growth to Iowa



In the quiet of a university genetics lab, a bio-engineer shares test results with the CEO of a Davenport food processing company. Theory becomes a marketable reality.

At a small manufacturing plant in Winterset, a machinist – and lifelong resident of this small town – analyzes a computer spreadsheet with his quality control team. The word is “thumbs up” on their new process improvement idea.

In Sioux City, a high school chemistry student turns to a television monitor and asks for clarification. Two hundred miles away, in Ames, a young teacher smiles to the camera and gives the chemistry student her answer.

Meet the New Iowa Pioneers

Settlers first came here for the promise of liberty and land. Today, their children's children clear the path for business achievement in the 21st century, plowing new ground for business profitability.

Celebrating 150 years of statehood in 1996, pioneering trails are still being blazed across the rolling green landscape of Iowa. Breakthroughs begin here. New ideas step from the university blackboard into the corporate boardroom.

In a place still as young as any settled ground on earth, old traditions of hard work and community commitment put America's most productive people to work for industry. Iowa software hums through the networks of world governments and international corporations. Iowa products improve lives on every continent. Iowa business leaders guide and influence major American industries. Fiber-optic linkages bring unprecedented freedom of movement for information, binding Iowa schools, business and government in an effortless interface.

In this celebratory year, Iowans stand poised for a future that has never looked more promising – emerging from a state of the union . . . to a state of the world.

Economic indicators confirm Iowa's heightened prosperity. In 1994, Iowa led the nation in per capita personal income growth.


Iowa's 24 percent growth in manufacturing exports for the third quarter of 1995 also topped the nation.

For the first time in history, Iowa's annual factory exports exceed agricultural exports. Manufacturers export \$3.4 billion in products compared with \$2.4 billion from farms.

State government is operating at a surplus, not a deficit and Iowa businesses are benefitting by reductions in key taxes.

School enrollment is at its highest point in a decade and continues to increase.

And, Iowa's unique statewide Iowa Communications Network, a first-of-its-kind system, recently went into action to directly link the state's public universities,



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