



News Release

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Iowa CEOs Forecast: Iowa’s Rebound Continues

Iowa Business Council Releases Positive Quarterly Economic Outlook Survey Results

Des Moines, Iowa – (March 1, 2005) – Looking forward into 2005, the outlook for Iowans and Iowa businesses is very positive as Iowa’s rebound continues. In results of the March Economic Outlook Survey released today by the Iowa Business Council, CEOs of Iowa’s major employers report a steady growth in key economic indicators for the next six months of 2005.

With a 100 percent survey response rate of corporate members (including the University of Iowa Hospitals), 68 percent of respondents expect an increase in employment overall, up 4 percent from the last Economic Outlook Survey released in December. Eighty-three percent of the manufacturers responding in the Survey expect employment to increase.

Sales remain strong with 78 percent expecting increases. One hundred percent of the manufacturers responding anticipate an increase in sales. Increases in capital spending are expected by 53 percent of the respondents and by 68 percent of the manufacturers responding.

	Increase	No Change	Decrease
1. How do you expect your company’s sales to change in the next six months?	78%	22%	0%
2. How do you expect your company’s capital spending to change in the next six months?	53%	47%	0%
3. How do you expect your company’s employment to change in the next six months?	68%	26%	6%

Todd Raba, Chair-elect of the Iowa Business Council, and President of MidAmerican Energy Company stated, “Our Iowa results are reflective of the national trends reported today by the Business Roundtable. However, a greater percentage of our companies are reporting increases in employment than the national trends.” (Results are available at www.brt.org.)



He added, "The strong projections for sales, capital spending and employment are an indicator that Iowa's economy is continuing to move forward in the right direction, especially with a zero percent decrease projected in sales and capital spending. In terms of economic impact, efficient growth by more employers benefits the entire state. Our economy continues to rebound and our members are moving confidently into 2005."

The Economic Outlook Survey monitors forecasts of executive officers of Iowa's largest companies, which are members of the Iowa Business Council. The Survey is administered quarterly by the Council to help inform Iowans and Iowa businesses about current trends in the state's economy which may prove useful for business and economic planning purposes. The Survey is patterned after the national Business Roundtable's CEO Economic Outlook Survey, which assesses opinions of the CEOs of leading U.S. corporations who are Roundtable members. While the Business Roundtable is national in scope, the Council's Economic Outlook Survey focuses on issues which concern the economic vitality of Iowa.

The Iowa Business Council, a non-profit, non-partisan organization of the top executives of 23 of Iowa's largest businesses and three Regent universities employing over 150,000 Iowans statewide, was founded in 1986. Collectively Iowa Business Council members have over \$20 billion of capital investments in Iowa. The Council's purpose is to focus the active personal commitment of the leaders of Iowa's major employers in statewide leadership roles to enhance Iowa's economic vitality. Council members identify major economic issues, evaluate options and assist in implementing solutions through collaborative public/private partnerships such as the Iowa Coalition for Innovation & Growth with its action-oriented hot teams.

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