



Lincoln
NEBRASKA

Making all the difference for business.

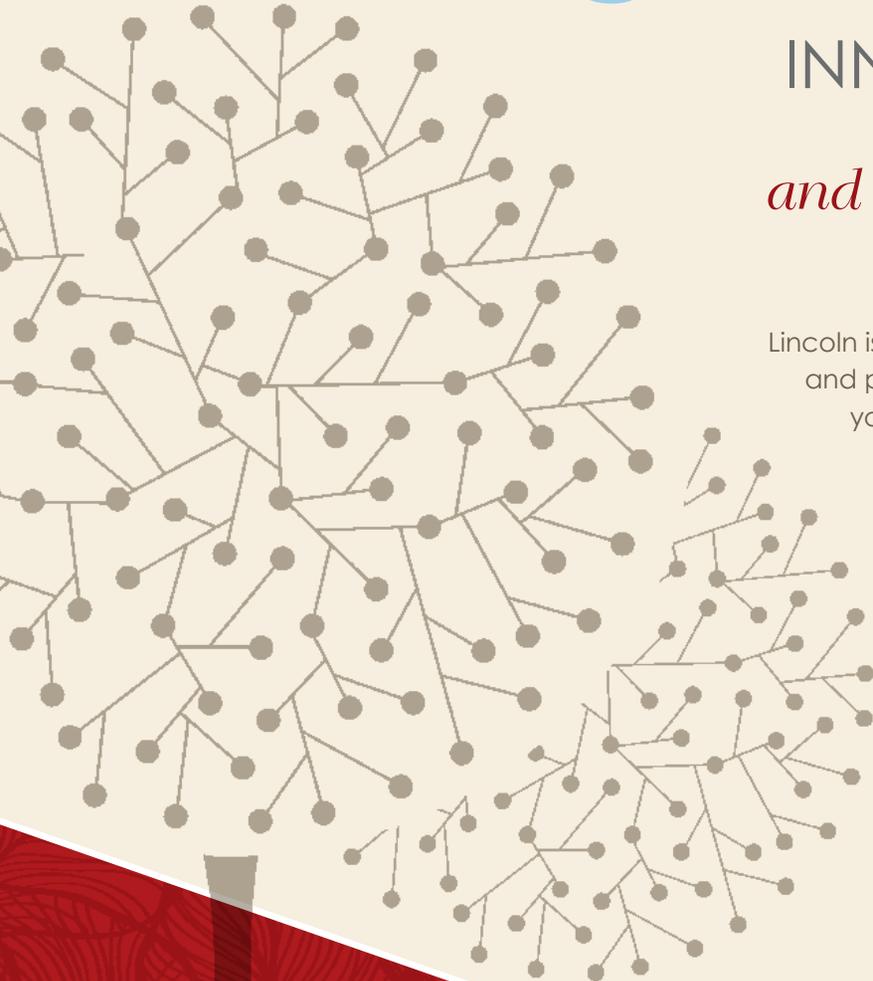
The perfect blend of
great people,

INNOVATION, INCENTIVES,
and quality of life.

Lincoln is a growing Midwest metropolitan community full of hardworking people and plenty of opportunities for success. It's a great place to start or expand your business—and a great place to call home.

Now is the right time to see for yourself how Lincoln's productive workforce, excellent location, innovative spirit, financial climate, and quality of life can give you every advantage.

In short, Lincoln can make all the difference.

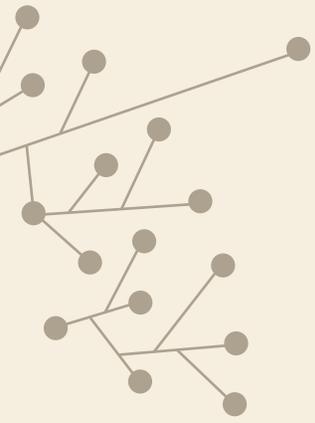




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People are the greatest resource.

With a population of 250,000 in a region of well over 1 million, Lincoln has all the advantages of a major metropolitan area but maintains the benefits of a smaller city. There's a reason for that—the people.

- More than 35 percent of Lincoln residents have at least a bachelor's degree.
- Lincoln is home to the University of Nebraska, Nebraska Wesleyan University, Union College, and Southeast Community College.
- With consistently high graduation rates and ACT scores, Lincoln Public Schools ranks among the top in the nation for quality of education. The community recently approved the investment of \$250 million in school facility upgrades, allowing for the best learning environments for students.
- Three full-service medical centers are located in Lincoln, and Nebraska has been recognized by *Expansion Management Magazine* and others for having affordable health care and lower health insurance costs.
- Wages for productive workers continue to be affordable in Lincoln, with average compensation remaining more than 10 percent below national averages.¹

Companies that have located and thrive in Lincoln include the following:

- Ameritas
- Assurity Life Insurance
- BNSF Railway
- Kawasaki Motors Manufacturing Corporation
- Molex
- State Farm Insurance
- Lincoln Benefit Life (Allstate)
- Allied Insurance (Nationwide)
- Duncan Aviation
- Novartis Consumer Health Inc.
- Pfizer Inc.
- Verizon

¹ Pay relatives for major occupational groups in metropolitan areas, National Compensation Survey, July 2010.

Lincoln Industries builds on PEOPLE



In just under 60 years, Lincoln Industries has grown from a regional plating company to a vertically integrated manufacturer of finishing-intensive products and services with more than 500 people. The company supplies products for clients including Harley-Davidson, Tenneco Automotive, John Deere, Peterbilt, Kenworth, Hendrickson, Whirlpool, Victory Motorcycles, and Pella Windows.

Lincoln Industries has been named one of the 25 Best Companies to Work in America by the Great Place to Work Institute. It has also achieved remarkable success in wellness and was awarded the C. Everett Koop National Wellness Award last year. In fact, health care costs for Lincoln Industries are approximately one half of the industry average. And chairman and CEO Marc LeBaron knows why.

"Healthy people are more innovative, more cooperative with each other, and more adaptive to change," LeBaron said. "As a result, they are more productive."

"Wellness is such a part of our company that we couldn't take it away, even if we tried," he added. "Our people have embraced wellness as a part of their lives and the lives of their families."



"We have a unique culture where people are engaged in their work and have strong bonds with each other. The cooperation and commitment to growth that we share together has allowed us to achieve the amazing success we have enjoyed over the years. The work ethic, productivity, and quality focus of the labor force in Lincoln is unmatched."

→ Marc LeBaron, chairman and CEO of Lincoln Industries
Hank Orme, president of Lincoln Industries



Innovation is in the atmosphere.

Technology and forward thinking are no strangers to Lincoln. In fact, the community encourages them. More than 30 new companies have gotten their start in the city's **Technology Campus**, developed by Lincoln business leaders and the University of Nebraska. Because of this success, a new 251-acre **Innovation Campus** is now underway.

The people of Nebraska and Lincoln are encouraging new business ideas in many ways:

- The Jeffrey S. Raikes School was established to develop leaders in technology, quickly becoming the recognized leader in interdisciplinary computer science and business management education for premier students from around the world.
- Nebraska Angels was created by a group of local business leaders to promote early-stage capital to Nebraska-based technology companies.
- The UNL faculty earned a record \$139 million in external awards for research during 2011.
- UNL's Food Processing Center is recognized worldwide as one of the leaders in the food science industry, focusing on the development of new products, developing new entrepreneurs, and providing technology assistance to the food and agriculture industries.

Agriculture and technology
create
a winning
COMBINATION

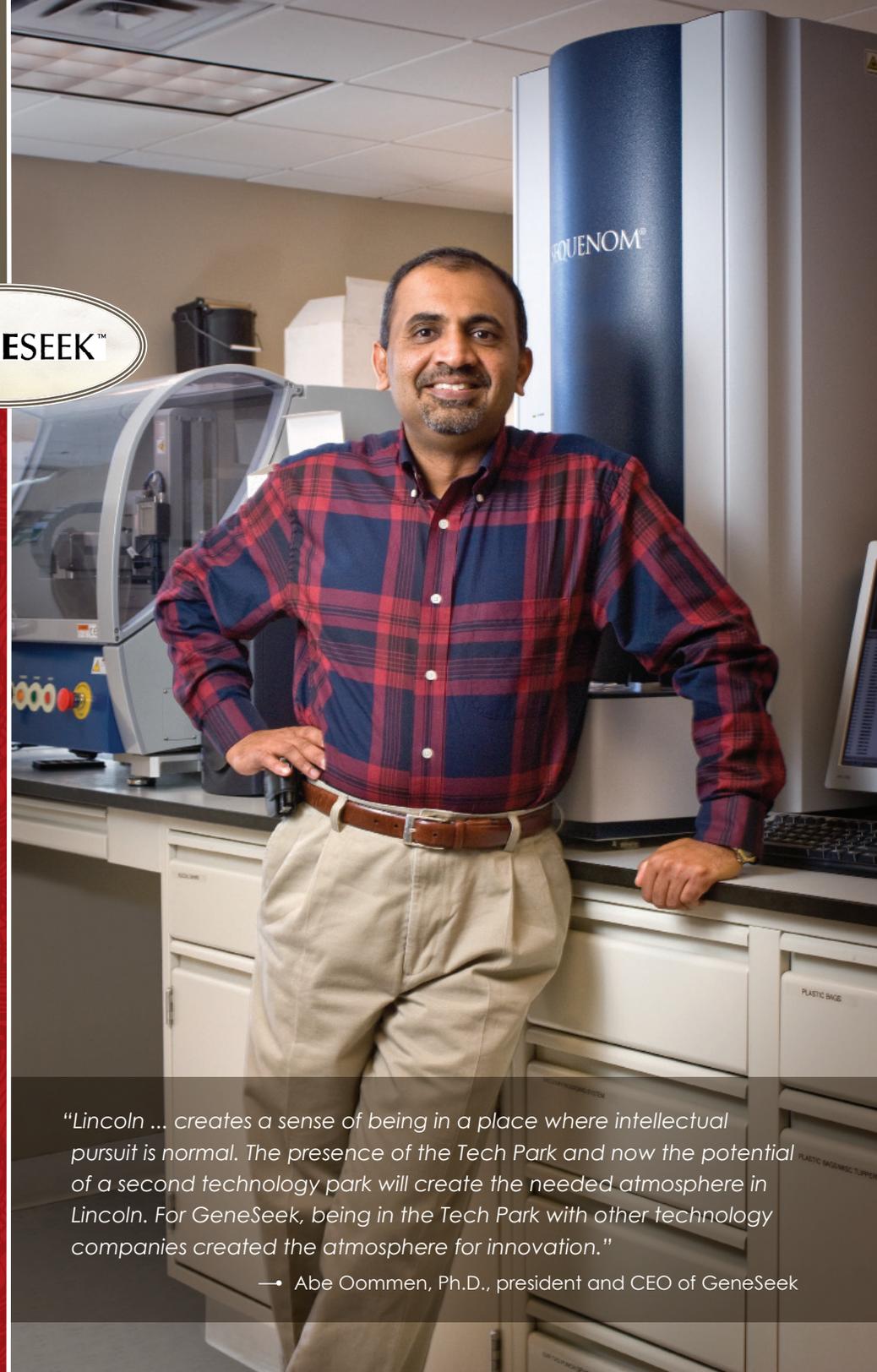


In the heart of ag country is GeneSeek, Inc., a life science firm specializing in agricultural genomics and clinical diagnostics. After only 11 years, GeneSeek is the leader in the market, with satellite offices in India and the U.K.

The company started in the University of Nebraska Technology Park. There, the two cofounders (Abe Oommen and Daniel Pomp) had a fully furnished, built-out laboratory space and one part-time employee.

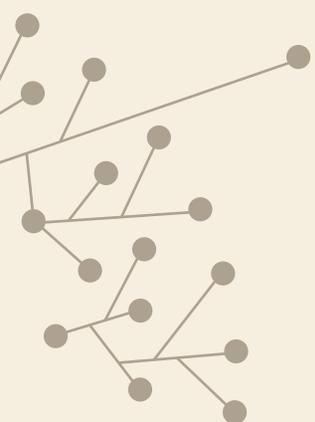
Since then, GeneSeek has played an important role in the growth, development, and adaptation of molecular methods in animal agriculture. Today, 34 employees help deliver 10 to 20 million genotypes per week to customers around the world, says Abe Oommen, Ph.D., GeneSeek president and CEO.

"We credit our continuing prosperity to finding good employees and making them part of the company while adapting to and adopting technology appropriately and quickly," explains Dr. Oommen.



"Lincoln ... creates a sense of being in a place where intellectual pursuit is normal. The presence of the Tech Park and now the potential of a second technology park will create the needed atmosphere in Lincoln. For GeneSeek, being in the Tech Park with other technology companies created the atmosphere for innovation."

→ Abe Oommen, Ph.D., president and CEO of GeneSeek



It makes good fiscal sense.

The state of Nebraska and the city of Lincoln take your business very seriously. In fact, they're determined to make your decision to do business in Lincoln the most fiscally responsible thing you can do. Here's how:

- Nebraska Advantage, the state's tax incentive package, has been recognized internationally by companies such as KPMG for its effectiveness in helping businesses compete globally.
- You can get anywhere from here—quickly—as Lincoln is right in the middle of the country, with air, rail, and truck transportation readily available. Drive almost anywhere in the country in a day, or fly to either coast in less than three hours.
- The average cost of electricity for commercial/industrial users is about \$10,000 less than the U.S. average.¹ And for the 21st straight year, a survey by KPMG LLP ranks the rates paid by Lincoln Electric System customers among the lowest 10 percent in the country.²
- Nebraska has worked to keep insurance premium taxes low and regulations superior. As a result, the state has become an epicenter for the insurance industry.
- Lincoln has been ranked 12th of 200 “Best Places for Business and Careers” by Forbes.com.

¹ Based on billing demand of 4,000 kilowatt/month, energy consumption = 400,000 kilowatt-hour/month. Average cost with Lincoln Electric System was \$24,960 in 2011. U.S. average was \$34,515.

² Lincoln Electric System (LES), <http://www.les.com/pdf/RateSurvey.pdf>.

First foreign
vehicle manufacturer
thrives
in NEBRASKA



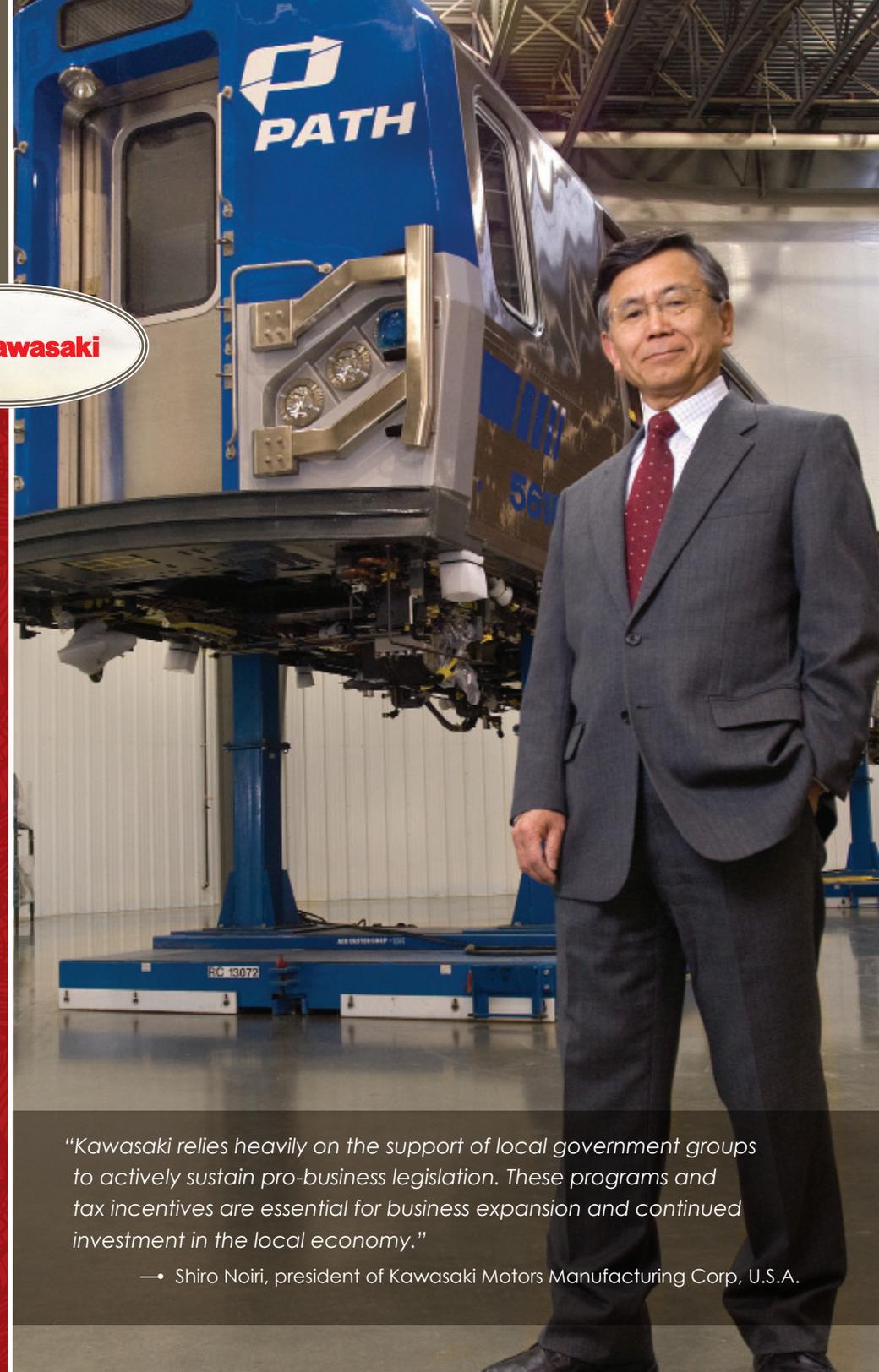
Kawasaki became the first foreign vehicle manufacturing plant in the United States in 1974, opening a motorcycle plant in Lincoln with 268,000 square feet and 91 employees.

Today the company occupies more than 1.7 million square feet on a 332-acre site and employs more than 1,200 full-time employees. Product lines now include Jet Ski® personal watercraft, ATVs, and utility vehicles. Kawasaki began manufacturing railcars in Lincoln in 2001 and currently has significant contracts from MTA New York City Transit, Pro Authority Trans-Hudson Corp, and MTA Metro-North Railroad.

Why Lincoln? It's simple: cost of operations and productivity of the workforce.

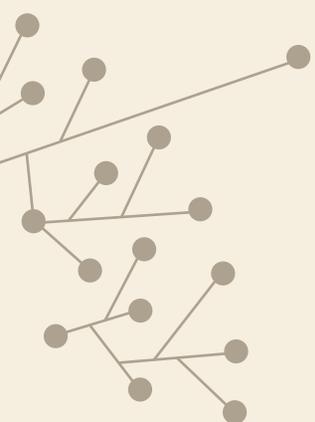
Shiro Noiri, president of Kawasaki Motors Manufacturing Corp, U.S.A., ultimately credits the local workforce for the success of the company. "A key factor to our success is the strong work ethic of Nebraskans," Mr. Noiri said. "The availability of loyal, hardworking individuals willing to be trained to acquire the necessary skills to keep up in technology and manufacturing methods is important."

Kawasaki also benefited from such programs as Nebraska Advantage, the state's top business incentive program, and customized job training. Because of the company's success, a number of suppliers including Yasufuku, Daitron, and Tri-Con have located in Lincoln to serve the Kawasaki plant.



"Kawasaki relies heavily on the support of local government groups to actively sustain pro-business legislation. These programs and tax incentives are essential for business expansion and continued investment in the local economy."

→ Shiro Noiri, president of Kawasaki Motors Manufacturing Corp, U.S.A.



There's more to life in Lincoln.

While considering a move to Lincoln is serious business, there is life after work. Of course Lincoln is proud to be home to the University of Nebraska Cornhuskers NCAA athletic teams, and opportunities abound to enjoy the arts, shopping, family fun, and more. There's never a reason to stay home in Lincoln—unless you want to.

Did you know that Lincoln has been named the **Healthiest City in the U.S.** by the CDC and one of the **Top Ten Healthiest Cities** by *Men's Health Magazine*? It probably has something to do with the 17 golf courses, more than 100 parks, and an extensive network of recreational trails.

In Lincoln, you can also:

- Explore the Haymarket, Lincoln's downtown shopping district, complete with cobblestone streets and unique shops.
- Check out the action with professional baseball, USHL hockey and, of course, NCAA Division 1 athletics.
- Enjoy a concert at the Lied Center for Performing Arts, or view renowned 20th-century American art at the Sheldon Museum of Art.
- Spend time with the kids at the Lincoln Children's Museum, the city's water park, or the zoo.



Let's get down to **business.**

You've read about some of the great advantages Lincoln has to offer. But that's nothing compared to seeing it for yourself. Check out our Web site at www.selectLINCOLN.org. Then, call us at 402.436.2350, or e-mail info@selectLINCOLN.org to arrange a time to visit with us.

We look forward to showing you why Lincoln makes all the difference—for your business and your family.



Insurance company benefits from EXTENDED FAMILY



Ameritas opened its doors in Lincoln as Old Line Bankers Life Insurance Company of Nebraska in 1887. While the company has gone through many changes, growing to become one of the city's largest private sector employers, one thing has remained the same: it has stayed in Lincoln.

"Lincoln has a great, highly educated workforce, not only in quality but in tenure," says JoAnn Martin, chair, president, and CEO. "People in Lincoln value work and appreciate the work environment and benefits provided to them."

Ameritas associates are very active in the community, volunteering their time and talents. One of Lincoln's advantages is that nothing is far away. People can get from work to home to their favorite activity or restaurant in half an hour or less.

Says Martin, "Lincoln's culture is embedded in our culture. We think of our business as an extended family—we want people to enjoy work and have friends at work.

"We're here to stay."

"Lincoln is a wonderful place to live, work, and raise a family. We have a great public and private school system. And there are lots of opportunities in our city."

→ JoAnn Martin, chair, president, and CEO of Ameritas Life Insurance Corp.



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