

# Leaders Ranked by Revenue

WHEN IT COMES TO MANAGING INFORMATION EFFECTIVELY,  
BIG COMPANIES DON'T ALWAYS GENERATE BIG RESULTS.

Does size matter? Not necessarily, when the goal is a high ranking in the *Baseline 500* list. In fact, a look at the numbers below suggests that smaller companies able to handle information nimbly actually have an advantage over their richer rivals. Six of the top 10 companies in this year's ranking have annual sales of less than \$500 million, and the best showing by a corporation with sales topping \$10 billion was Caremark Rx, at No. 25.

BY-REVENUE RANK	BASELINE 500 RANK		NET SALES* (\$ MILLIONS)	INFORMATION PRODUCTIVITY* (%)
<b>\$10M-\$50M IN ANNUAL SALES</b>				
1	5	VAALCO ENERGY	\$38	431.5%
2	9	BOWL AMERICA	29	305.8%
3	15	PERPETUAL FEDERAL SAVINGS	21	232.5%
4	20	ROYAL GOLD	16	210.2%
5	26	UTAH MEDICAL PRODUCTS	27	161.8%
6	32	CONSOLIDATED-TOMOKA LAND	33	147.7%
7	33	POPE RESOURCES	41	144.5%
8	35	PANHANDLE ROYALTY	21	137.5%
9	70	AMES NATIONAL	44	93.6%
10	80	FIRST KEYSTONE	29	89.3%
<b>\$51M-\$100M IN ANNUAL SALES</b>				
1	14	BRIGHAM EXPLORATION	58	242.7%
2	27	UNITED CAPITAL	59	161.1%
3	50	INTERVEST BANCSHARES	63	114.5%
4	53	BRESLER & REINER	69	110.9%
5	54	CITYBANK (LYNNWOOD, WA)	74	109.4%
6	63	ROYAL BANCSHARES	82	100.9%
7	64	PRIMEENERGY	53	99.4%
8	67	HUDSON VALLEY HOLDING	96	95.8%
9	69	LANDAUER	64	95.2%
10	75	NORTHERN EMPIRE BANCSHARES	55	91.8%

SOURCE: STRASSMANN INC. \*AVERAGE, OVER THE PAST FIVE FISCAL YEARS

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<b>\$101M-\$500M IN ANNUAL SALES</b>				
1	3	EAGLE MATERIALS	\$490	557.3%
2	4	KCS ENERGY	210	466.6%
3	7	HOUSTON EXPLORATION	498	342.9%
4	8	VSE	175	316.2%
5	11	BERRY PETROLEUM	225	268.9%
6	12	HARVEST NATURAL RESOURCES	156	258.8%
7	19	PETROLEUM DEVELOPMENT	226	213.1%
8	22	WASHINGTON FEDERAL	484	180.7%
9	23	TARRAGON	252	175.3%
10	29	R H DONNELLEY	393	155.8%
<b>\$501M-\$1B IN ANNUAL SALES</b>				
1	21	ST. JOE	833	207.5%
2	30	WADDELL & REED FINANCIAL	504	150.5%
3	34	W HOLDING	539	138.9%
4	36	OVERSEAS SHIPHOLDING GROUP	606	135.0%
5	45	NEW YORK COMMUNITY BANCORP	929	118.0%
6	47	RUBY TUESDAY	938	117.0%
7	56	CEDAR FAIR	520	105.9%
8	61	INTERNATIONAL BANCSHARES	503	102.1%
9	76	VALASSIS COMMUNICATIONS	958	91.6%
10	84	WINNEBAGO INDUSTRIES	892	86.6%
<b>\$1B-\$10B IN ANNUAL SALES</b>				
1	1	CHESAPEAKE ENERGY	2,160	668.4%
2	2	APACHE	4,463	575.0%
3	6	SOUTHERN COPPER	1,590	402.5%
4	10	FRONTIER OIL	2,549	290.3%
5	13	XTO ENERGY	1,660	248.1%
6	16	CONSOLIDATED ENERGY	2,564	220.9%
7	17	FREEPORT-MCMORAN	2,503	215.2%
8	18	DEVON ENERGY	6,929	214.9%
9	24	HOLLY	1,779	173.9%
10	28	GOLDEN WEST FINANCIAL	4,633	160.5%
<b>\$10B AND UP IN ANNUAL SALES</b>				
1	25	CAREMARK RX	16,056	172.5%
2	39	OCCIDENTAL PETROLEUM	11,445	128.8%
3	52	EXXON MOBIL	234,364	113.8%
4	77	CHEVRON	126,061	89.6%
5	78	CONOCOPHILLIPS	89,235	89.5%
6	112	ANHEUSER-BUSCH	14,119	75.1%
7	182	ALTRIA GROUP	65,743	58.4%
8	188	MERCK	33,487	57.5%
9	201	FLUOR	10,050	56.0%
10	205	KIMBERLY-CLARK	14,685	54.5%

SOURCE: STRASSMANN INC. \*AVERAGE, OVER THE PAST FIVE FISCAL YEARS