

June 13, 2013

To whom it may concern

I'm writing to endorse the nomination of Karen Shaff as a Business Record Woman of Influence. Karen is the highest ranking woman at the Principal Financial Group. As general counsel, primary board and governance liaison and head of government relations, Karen has considerable responsibility and influence over the global success of The Principal.

In addition to significant global influence and travel for our company, Karen has been for many years and continues to be heavily invested in the community. Under Karen's direction, company lawyers provide weekly pro-bono services to Iowa Legal Aid. The equivalent value in fees of these legal services over many years would be astronomical. This program helps our community's most fragile citizens.

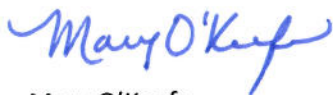
Karen's contribution to her field of law includes long term service to the Iowa State Bar Association through its board of governors and several committees. Through board and volunteer service, Karen has championed cultural and educational organizations including Hospice of Central Iowa, Planned Parenthood, Winefest, Bravo, and the Rhodes Scholarship Selection Committee. Most notably, Karen chaired and spearheaded fundraising for the construction of the new Science Center of Iowa.

Karen's sharp and direct approach have also led to her invitation to serve on the Grinnell College board of trustees and the Drake Law School Board of Counselors and the private, for profit boards of GuideOne and Health Extras companies.

Finally, I can think of no greater passion and contribution for Karen than her love of animals. Animal Rescue League of Iowa has benefitted from Karen's strong support and involvement over the years.

I can think of no nominee in Central Iowa with the sphere of influence globally than Karen Shaff. I believe she is highly deserving of this great honor.

Sincerely,



Mary O'Keefe  
Chief Marketing Officer