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May 24, 2016

Des Moines Business Record

100 4th Street

Des Moines, Iowa 50309

Dear Women of Influence Selection Committee,

I am writing to recommend Nora Everett for the Business Record's 2016 Women of Influence recognition. I have known Nora as both a friend in our involvement in the Nexus executive women's breakfast club, and also as a member of the Board of Directors of the Community Foundation of Greater Des Moines, where I serve as its president.

Nora sets herself apart from her peers in the business and insurance world. As president of Retirement and Income Solutions and chairman of Principal Funds at Principal Financial Group®, Nora holds an extremely prestigious and demanding role. Even with the rigor of her work demands, Nora exemplifies the qualities of strong leadership and works to build other women leaders within the company. She has served as a role model for women within the industry as she has climbed the ladder with Principal, from being hired as an attorney to serving on its leadership team in her over 25 year tenure.

Amazingly, Nora still makes time to give back to her community. In addition to being a generous charitable giver, Nora also volunteers on several boards, including the United Way of Central Iowa where she has committed to leading the organizations 100th anniversary annual campaign. And, as a Board member of the Community Foundation of Greater Des Moines, Nora is diligent about opening doors for prospective donors and helping us tell the impactful story of the Community Foundation. She takes her role and her Board responsibilities very seriously. As a staff team, we know we can count on Nora to follow through and maximize our exposure and impact.

Thank you for considering Nora for this recognition. Her accomplishments within the business industry and her contributions to our community make her an outstanding candidate for this prestigious award.

Sincerely,

Kristi Knous
President