

May 24, 2016

Connie Wimer
Chairman
Business Publications Corporation
100 4th Street
Des Moines, Iowa 50309

Dear Connie,

I am writing to endorse the nomination of **Nora Everett** for the 2016 Women of Influence Award. Nora is one of central Iowa's most accomplished business leaders and a generous philanthropist and nonprofit volunteer leader. She is worthy of this highest honor for central Iowa's women leaders.

This year, in recognition of United Way's 100th year, Nora agreed to co-chair the United Way of Central Iowa Campaign. This important role requires volunteer leadership of unparalleled commitment. The Chair is selected each year among our community's most influential business and civic leaders.

Nora is a member of United Way's Tocqueville Society and is a lead member of the Women's Leadership Connection. She serves on the boards of directors of both United Way of Central Iowa and the Community Foundation of Greater Des Moines.

Nora stands as one of central Iowa's top business leaders, with national and global influence. She joined Principal 25 years ago as an attorney and progressed to senior vice president and deputy general counsel; senior vice president, Retirement and Investor Services and President of Principal Funds; and CEO of Principal Funds. In 2015 she was promoted to president of Retirement and Income Solutions and chairman of Principal Funds at Principal Financial Group. She is responsible for U.S. retirement, annuity, broker-dealer and banking businesses at Principal.

Nora earned her bachelor's degree and Phi Beta Kappa honors from Iowa State University and her J.D. degree from the College of William & Mary Law School. She serves on the boards of directors of Principal Funds, Principal Bank, Principal International, Origin Asset Management,

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United Way
of Central Iowa



and Finisterre Capital. She also serves on the Investment Company Institute's Board of Governors.

Nora Everett embodies what it means to be a Woman of Influence: professional success, making a lasting impact on our community, leadership and service through nonprofit and civic organizations, and modeling the highest ethical standards. I strongly endorse Nora as a 2016 Woman of Influence.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Mary B. Sellers', with a long, sweeping flourish extending to the right.

Mary B. Sellers
President
United Way of Central Iowa
2014 Woman of Influence Honoree

GREAT THINGS HAPPEN WHEN WE LIVE UNITED