

May 24, 2016

Des Moines Business Record
c/o Jason Swanson
100 4th Street
Des Moines, IA 50309

Mr. Swanson,

I'm writing this letter today in support of Nora Everett, President, Retirement and Income Solutions at Principal Financial Group. I can think of no one more deserving than Nora to be recognized as a Woman of Influence by the Des Moines Business Record.

Nora has had a very accomplished career while here at Principal Financial Group. She started as an attorney and was involved in some of Principal's largest acquisitions as a transaction expert. She ultimately became Deputy General Counsel, overseeing a generous portion of our legal affairs. She boldly embarked upon taking on responsibility for our mutual fund company, making the second largest acquisition in the company's history of WM Funds. This catapulted Principal Mutual Funds to be in the top 15 advisor-sold funds in the United States. She became Principal's first woman Chairperson – Chairman of the Principal Funds Board, as well as, CEO. In her current role as Divisional President, she was one of the first two women ever appointed to the Divisional President role.

Nora co-chairs the Principal Diversity Council and is a strong advocate of diversity in the workplace. She is the co-founder of Principal's Women's Network for Leaders and plays an active role as a mentor. She is known for her strong work ethic, approachability, straight talk and at the same time, compassion, empathy and caring for our employees.

Nora has been and continues to be very active in our community with organizations such as Chrysalis Foundation, Young Women's Resources and Community Foundation of Greater Des Moines. She's a board member of United Way of Central Iowa, as well as a member of the Women's Leadership Council, in addition to being a member of the Plymouth Church Foundation Board. Her passion is helping children learn and grow, helping them build a better life for themselves. She's very much an advocate of youth physical fitness, creating good habits for lifelong health.

In closing, I would say Nora Everett is the quintessential woman of influence – her passion, energy and tireless efforts at Principal and in the community are second to none.

Best regards,



Daniel J. Houston
Chairman,
President and CEO