**Tyler has been an outstanding team member and sales leader for Principal Funds.   I have had the privilege of seeing his impact on financial advisor relationships in his territory with great investment conversations and a willingness to help financial advisors with their client concerns.  Tyler truly exhibits the characteristics of a sales partner that can be trusted by his clients, the financial advisor, with their investment needs.   Tyler’s confidence and presentation skills represent the solid financial brand that Principal Funds wants all employees to display.**

**Tyler specifically was also asked in 2013 to go above and beyond to help our team implement a new CRM tool.   He was asked to be a leader for not only his team members by for our senior external wholesalers.  I was impressed with his willingness to help test, provide feedback, and then help train and explain to his many peers the importance of this change for our sales team.  He sacrificed time of working on sales in his territory for the overall sales team with his work on the project.   I don’t often find a sales person that is willing to do this.   He was more willing to be a role model for our entire team with this project.**

**I enjoy working with Tyler and I look forward to the future for Tyler as an up and coming business leader in the greater Des Moines area.**

**Jill Brown**

**President, Principal Funds Distributor**

I have had the privilege to work with Tyler DeHaan for the past five years. During that time, he has consistently demonstrated the attributes of someone committed to impacting his workplace and community in a positive way.

In our sales area, he has always operated at the highest level of professionalism and work ethic. He has surpassed sales goals and shown a commitment to personal growth in obtaining his Masters degree and our industry’s most coveted designations in the CFP® and ChFC®.

Most recently, he helped lead our area in implementing a new technology. Tyler worked tirelessly providing input in the developmental phase and also training co-workers during the rollout.

Having someone like Tyler in our area, who is effective at sales and also values contributing to the greater group’s success, is an invaluable resource to me. His contributions within our team and our community are just a few of the reasons I feel like he is deserving of this honor.

Sincerely,

Andy Turcotte, CFP®

Divisional Sales Manager

Principal Funds

I am a 22 year veteran employee of the Principal Financial Group. I have had the pleasure of working with many impressive associates in that time. I would count Tyler Dehaan as one of those associates. Tyler is a knowledgeable, hard-working, and energetic associate. He is also a mentor, an idea generator, and a person willing to help out in any situation that may arise. He is a caring and thoughtful person who engages people in a friendly manner. As his manager for several years, I would say that Tyler from day one, was committed to trying to improve his job performance skills through the time that he moved on to his next opportunity. He strived and achieved several educational and industry designations to increase his knowledge and improve his resume. He worked extremely hard at becoming a strong public speaker to which he could share his knowledge.

Tyler has many interests outside of his working profession, including a wonderful wife and new child and I feel that he is a person who will continue to achieve impressive results, both professionally and personally.

Respectfully submitted by

P. Scott Cawley

Associate Director of Internal Sales at Principal Financial Group

I am writing this letter of recommendation for the Des Moines Business Review’s annual 40 under 40 on behalf of Tyler DeHaan. In doing so, I’d like to acknowledge the significant volunteer efforts Tyler has made to benefit the Leukemia and Lymphoma Society (LLS) in particular. For several years Tyler has served as an instrumental contributor in the planning, coordination and execution of multiple events, which benefit the LLS.

Each year a small group of individuals organizes a Crawl for a Cure, from which, 100% of proceeds generated are donated to the LLS to benefit blood cancer patients, their families and to fund critical research in discovering cures for all forms of blood cancer. Tyler’s attention to detail, tireless recruiting efforts and commitment to the LLS have made this annual event a huge success as we have generated more than $30,000 in seven years.

More impressively, Tyler served on the committee of an individual running for the LLS’s annual Woman of the Year campaign. Through a variety of fundraising avenues and events, Tyler’s focused contribution to the nine week campaign, helped the candidate raised over $55,000. This intense fundraising effort was a prime example of Tyler’s leadership and ability to generate action in those individuals involved in the fundraising.

Please feel free to contact me should you desire any additional information regarding Tyler’s contribution to our fundraising efforts with the LLS. Tyler is a strong candidate for the Des Moines Business 40 under 40 and encourage your consideration of him for this honor. As a leukemia survivor and somebody who has personally benefited from efforts by people like Tyler, I can tell you the work he does as a volunteer for our organization, demonstrates his considerable compassion and love for others and his desire to positively impact the Des Moines community. Thank you.

Sincerely,

Steve Ellens

Iowa Chapter Leukemia & Lymphoma Society, Board President 2008 – 2010

(515) 480-5804

**Tyler Dehaan has been a  member of the Waukee United Methodist Church for four years and in that time he has made a tremendous impact.**

**Tyler has used his skills in finance to help lead our church by serving on our Finance Committee and Building Committee during a time of significant growth and transition.**

**His advice has helped steer us through some challenging waters while maintaining financial integrity and good stewardship.**

**Tyler proposed, planned and presented an Endowment Planning Luncheon for our congregation to kick off a church wide initiative.  It was both educational and helpful, and well received by our members.**

**During our Sunday morning Celebrations Tyler has served as Worship Leader and led our congregations in song, prayer, and the reading of scripture.**

**Tyler’s warm personality, wonderful skills and gifts, generous heart, and willingness to help, truly make him a blessing to all those around him!**

**Pastor Jamie Cutler**

**Waukee United Methodist Church**

**I am honored to recommend Tyler De Haan for the Des Moines Business 40 under 40.  Tyler and I both attend the Waukee United Methodist Church (WUMC) and I have had the pleasure to witness Tyler’s faith and leadership in our congregation.  Tyler is a man of great faith and character and is an excellent young leader in our congregation and community.**

**Tyler clearly stands out from his peers through his leadership at WUMC.   He has led large and small group learning sessions regarding financial stewardship and estate planning within the WUMC congregation.  He has lent his professional marketing expertise to WUMC during our congregation’s efforts to pay off a large land debt and begin raising funds for a new worship center.  Tyler’s personality and leadership skills have allowed him to convey important and challenging information to WUMC members in a positive, uplifting, and productive manner, which has led to growth in our congregation including the addition of a third worship service.**

**While I have clearly witnessed Tyler’s leadership and faith, perhaps the most important trait I have seen in him is his devotion to his family.  Tyler is a committed husband and father who is supportive of his wife’s career and the health and safety of their new daughter.  Tyler’s actions toward his family demonstrate the convictions of a man who leads a balanced life focused on helping his wife provide a life for their daughter focused on faith and family.**

**I have also been impressed with Tyler’s political convictions.  Tyler has appeared in political ads and is not afraid to advocate for political candidates and positions he is passionate about.  While I may not agree with all of Tyler’s political positions, I always know that he is a man of his word who is willing to listen and thoughtfully consider multiple perspectives and viewpoints.**

**Tyler is deserving of the Des Moines Business Review 40 under 40 recognition.  He is a man who is on the rise and is an excellent example of the quality leaders present in the Des Moines area under the age of forty.**

**Sincerely,**

**Duane Magee**

**Administrative Board Chair, Waukee United Methodist Church**

**Executive Director, Iowa Board of Educational Examiners**

**I welcome the opportunity to write on behalf of Tyler De Haan who has been nominated for the 2014 Des Moines Business Record ’40 Under 40’ program with its attendant and appropriate recognition.**

**In my realm of business, political, and philanthropic work, I am fortunate to meet and work with many diverse people in our community, statewide, and beyond. In the past two years, I have come to know Tyler, for whom I have the utmost respect. I believe Tyler will emerge as a leader in the years ahead.**

**Tyler has launched with business career with the The Principal Financial Group while also becoming a recent first-time father, thus beginning a young family as well. Tyler has already made his mark politically, advancing rapidly into leadership ranks in the Republican Party in Dallas County, Iowa’s fastest growing county.**

**Tyler has been president of the Dallas Co. GOP Young Republicans and Co-Chair of the full party organization. He serves the Third Congressional District Party as Executive Committee secretary. Tyler has volunteered and helped lead several successful individual campaigns from county office to being a county leader for a Presidential candidate.**

**I could elaborate on Tyler’s work, but it speaks for itself. He is a selfless, tireless community volunteer with genuine people and communications skills beyond his age. I know talent when I see it, and am confident Tyler’s participation in business, community, and political affairs will grow in the years ahead.**

**While Tyler would benefit from the notoriety and networking inherent in the ’40 Under 40’ program, he would be right in league with other honorees and add yet more credibility to this splendid annual event.**

**For these and other reasons, I am pleased to endorse the nomination of Tyler De Haan as a member of the 2014 class of ’40 Under ’40 in Des Moines.**

**Thanks for taking time to read this message and best regards.**

**David Oman**

I am writing this letter in regards to my recommendation that Tyler De Haan be considered to 2014 Des Moines Business Record 40 under 40. I have gotten to know Tyler well and can tell you that he committed to helping making Dallas County a great place to live. Tyler has gone above and beyond the call of duty to help with organizations within this county. Tyler is currently a member of the Waukee Leadership Institute which will be doing a community project later on in 2014. Tyler is also the President of the Dallas County Young Republicans along with being Co-Chair of the Dallas County Republican Party and Secretary of the 3rd District Executive Committee. He has been instrumental in helping raise money and setting a new direction which encourages outreach to young individuals and families in Dallas County. Tyler is a hard worker who always gives it is all in anything that he commits to.

Please consider Tyler De Haan for 2014 Des Moines Business Record 40 under 40.

Chad Airhart

Dallas County Recorder

**It is always reassuring to meet young people who are working hard to make life better for others as they willingly serve without compensation  in various roles.  Tyler DeHaan is such a young person that has exhibited competent leadership capabilities in various roles and, when thrust into a leadership position in the Dallas County Republican party structure, he rose to the occasion and fills that role extremely well.  Tyler is a very responsible family man, dependable and competent business leader, and a community servant.  He is one of the stars among our young leaders and will no doubt continue to serve various leadership roles in the community.  With no hesitation I can add my support for him as a rising leader in our community.**

**State Representative Ralph Watts**

**HD19**

**Dallas and Polk County**