



Principal Life  
Insurance Company

January 10, 2014

The Integer Group  
Attn: Frank Maher, Group President/COO  
2633 Fleur Dr  
Des Moines IA 50321

To whom it may concern

I am writing to recommend Jami Graves be recognized in the *Business Record* prestigious *Forty Under 40* awards for 2014.

I had the pleasure of working with Jami at the Principal Financial Group while she was an intern and then after we hired her for a full-time role in our advertising department.

Rather than go on and on about Jami's commitment to the arts or the community or the advertising industry or her clients, I'd rather suggest an insight that runs deeper. That illuminates everything Jami touches. That exemplifies what Des Moines needs more of.

Here's the thing about Jami Graves – she looks at the world with her head askew and her eyes squinted ever so slightly. That is to say...she looks at the world differently. With a lens unlike most. With a curious view. Which produces an altered thought and a quirky approach. Combine that with passion, whimsy, and purpose...and you've got, well, inspiration.

Jami inspired me when I was her boss. Jami inspires me now.

Des Moines needs more Jami Graves.

Thanks for this opportunity.

Sincerely

A handwritten signature in blue ink that reads "Eva Sweet". The signature is fluid and cursive, with the first name "Eva" and last name "Sweet" clearly distinguishable.

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