

June 6, 2014

Business Record
100 Fourth Street
Des Moines, IA 50309

"Women of Influence" Selection Committee:

It is with whole-hearted enthusiasm that I support the nomination of Georgia Van Gundy as a "Woman of Influence". Georgia is both a friend and a colleague, and in every respect, both personally and professionally, she is a remarkable person.

In Georgia's role as Director of Government Relations for Principal Financial Group, our paths cross often. Whether it's at the Capitol as she works to support business-friendly policies or in the community as she continues her work to make the metro a better place to live and work, her dedication to improving Iowa's economy is unwavering. She is a tireless advocate not just for her company but for the central Iowa business community as a whole.

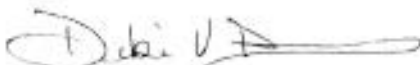
Her leadership on issues of public policy has been consistent, timely and influential. When the Iowa Economic Development Authority (IEDA) proposed a major Employee Stock Ownership Plan (ESOP) initiative a couple years ago, it was Georgia's quiet work behind the scenes with Legislators that helped them truly understand the benefits of ESOPs and how they could make a difference in communities by supporting employee ownership.

Earlier this year, she again played an important role in the passage of a new Science, Technology, Engineering and Math (STEM) student internship program at IEDA. Much as with ESOPs, she was instrumental in helping public policy makers understand how best to help Iowa advance our STEM workforce.

More broadly, her involvement with the Greater Des Moines Partnership has made a direct and substantial impact on economic development in Iowa through her efforts to help formulate and clearly articulate what priorities should be supported by leaders in government, education and the business community.

Georgia's influence both in industry and in the community is often behind the scenes and is most often noticed through her efforts to educate others and foster collaboration, but it is nonetheless substantial. She is universally respected for her effectiveness and her professionalism. Iowa is better off because she comes to work every day. She is truly deserving of recognition as a "woman of influence."

Sincerely,



Debi V. Durham
Director



Executive Officers

June 5, 2014

Women of Influence
c/o Des Moines Business Record
100 4th St.
Des Moines, IA 50309

I'm writing this letter on behalf of Georgia Van Gundy, Director, Government Relations, Principal Financial Group. I'm fortunate to know Georgia on two very important fronts. As an employee of Principal Financial Group, her expertise, professionalism and passion for our company's legislative goals is impressive. She works tirelessly on behalf of Principal, creating and maintaining meaningful relationships with our legislators and their staff, to advocate for legislation important to our company, but more importantly to our shareholders, clients, advisors.

Georgia is also very involved in our community. I work with her currently on the Board of Directors as well as, the Executive Committee of United Way of Central Iowa, where she is the Chair of the Policy Committee, putting her expertise of the legislative system to good work in helping United Way advocate for initiatives that are beneficial to the agencies and clients they serve.

Georgia does all of this while raising two young children along with her husband and manages to find the right balance to succeed in all her endeavors. Georgia is not only a woman of influence, she is a woman of action and a woman of integrity.

Sincerely,

A handwritten signature in black ink, appearing to read "Dan Houston", written over a circular stamp.

Daniel J. Houston
President - Retirement, Insurance
and Financial Services
Principal Financial Group
Des Moines, IA 50392

June 6, 2014



Des Moines Business Record
2014 Women of Influence Selection Committee
The Depot at 4th
100 4th Street
Des Moines, Iowa 50309

RE: Georgia Van Gundy Women of Influence of Nomination

Dear Committee Members:

I write in support of Georgia Van Gundy's Women of Influence nomination.

Georgia currently serves as Director of Government Relations for The Principal Financial Group. She previously served as the State Policy Advisor for the Iowa Farm Bureau Federation and as the Legislative Liaison for the Iowa Department of Economic Development.

In addition to her very successful career, Georgia is also a strong community leader in Central Iowa and across the state. She recently served on the Greater Des Moines Partnership's Board and chaired the Partnership's Government Policy Council. She has also served on the United Way of Central Iowa Board and Executive Committee, United Way of Central Iowa Policy Committee, United Way Women's Leadership Connection, Federation of Iowa Insurers Executive Committee, Iowa Taxpayers Association Property Tax Committee, and Iowa Association of Business and Industry Legislative Committee.

For these and many other reasons, I am pleased to support Georgia's Woman of Influence nomination. Thank you in advance for your consideration.

Sincerely,



Jay Byers
CEO



United Way
of Central Iowa

June 6, 2014

Ms. Mary O'Keefe
Senior Vice President and Chief Marketing Officer
The Principal Financial Group
711 High Street
Des Moines, Iowa 50392

Dear Mary,

It is my pleasure to write this letter of support for Georgia Van Gundy's nomination for the Business Record Women of Influence Award.

Georgia currently serves as chair of United Way's Advocacy Committee and on the Executive Committee of the United Way Board of Directors. In these roles, she mobilizes the influence of community members to advocate for United Way's public policy agenda with the Iowa General Assembly and other elected officials.

In the past two legislative sessions, her efforts encouraged the passage of over \$27 million in initiatives to improve the education, financial stability and health of Iowans, including skilled workforce legislation, an emergency food system appropriation and an increase in the earned income tax credit for lower-income workers, and reforms in the state's early childhood care and education policy.

Georgia also is a member of United Way Women's Leadership Connection, serving on the Advocacy Committee. She is one of our community's strongest advocates for improving the quality of early learning and care for at-risk children in our lowest-income neighborhoods.

In addition to her stellar service on behalf of United Way, Georgia has served as a policy leader for the Iowa Federation of Insurers, the Iowa Taxpayers Association, the Iowa Association of Business and Industry and the Greater Des Moines Partnership.

In the words of a United Way staff member, "Georgia has great enthusiasm and passion for her work. And, she brings that same passion and energy to her volunteer work at United Way. Georgia steps up with her ideas and has great follow through . . . I know she is busy with her corporate lobbying work, but she always finds the time to support United Way's efforts, too."

Georgia Van Gundy is one of our community's most skilled and influential advocates for issues that affect the lives of Iowa's children and families. Thanks to her efforts, Iowa enacts public policy that improves our quality of life and makes our state such a great place to live, learn and grow. I strongly endorse Georgia as a most worthy recipient of the Women of Influence Award for 2014.

Sincerely,

Mary B. Sellers
President

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED