PLANNING THE HOLIDAY OFFICE PARTY | WILL SALARIES RISE IN 2008?

OCTOBER 2007

CENTRAL IOWA BUSINESS

Delivering Solutions—
The Principal Financial Group®

LOCAL SPOTLIGHTS: **INDIANOLA COMMUNITY FOCUS**

ON THE COVER

Prepare for Financial Security

Tailored Solutions from The Principal® Give You an Edge

By Becky Kolsirk

As a business owner, you have plenty to think about: maximizing profitability, retaining and rewarding key personnel, and offering a comprehensive benefits package. If these challenges keep you awake at night, the financial professionals at the Principal Financial Group® (The Principal®) can help you rest easy so you can focus on what's important – growing your business and helping your employees achieve their goals.

The Principal has been dedicated to the small and medium business (SMB) market (typically 500 employees or fewer) for decades, and is also a longtime leader in employee benefits. The Midwest Region Business Center has operated in the Des Moines area for 60 years. They recently made a move out West to occupy a new state-of-the-art location that allows them to maximize resources, as well as cater to a high level of expertise in all areas of the insurance and financial arena. Their team advisor approach consists of several key producers who collaborate by drawing on one another's specialized knowledge. This strategy gives business owners access to a complete package of tailored solutions: from 401(k) plans to executive benefits and exit planning strategies, The Principal is a one-stop shop.

"Most business owners don't have time to think or worry about these things, because they're so busy running the business," says Larry Reelitz, Regional Managing Director of the Midwest Region Business Center of the Principal Financial Group. "All of these issues are very complex, and it's impossible for one person to know everything about all of them."

Expertise, With a Difference

The group pools its approximately 120 years of combined experience in financial services to work with business clients in three main areas:

Business planning: group benefits, key person, exit strategies, and retention and rewards for key employees.
Executive personal strategy: retirement, wealth and risk management strategies, estate planning, and tax liability strategies.
Employee personal strategy: retirement planning, risk analysis, investment strategies, financial literacy, and asset allocation modeling.

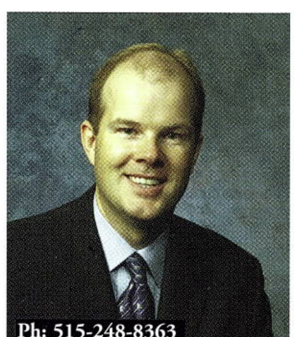
Kendall S. Kruger, ***Senior Financial Services Representative, Princor Registered Representative***

kruger.kendall@principal.com

- Specializes in key person benefits and personal planning
- 19 years of sales and marketing experience
- 10 years with the Principal Financial Group

"My passion is to assist the business owner with their personal and business financial goals," says Kruger.

Robert G. Burmeister, CFP®, ChFC® ***Senior Financial Services Representative, Princor Registered Representative, Investment Adviser Representative***

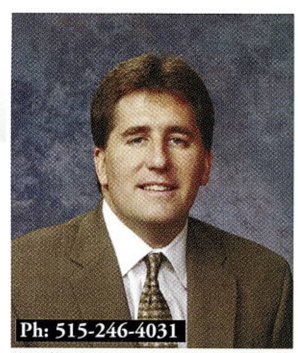


burmeister.bob@principal.com

- Specializes in wealth management strategies and key employee benefits
- Graduate of The University of Northern Iowa, Accounting
- 14 years with the Principal Financial Group

"I am dedicated to helping my clients design and manage a portfolio that best suits their particular needs and financial objectives," says Burmeister. He adds that in the employee benefits arena, as well, he strives to "develop

Sean P. Mullane, CFP® ***Senior Financial Services Representative, Princor Registered Representative, Financial Advisor***



mullane.sean@principal.com

- Specializes in wealth management strategies and retirement planning
- Graduate of Drake University, Business Administration – Insurance
- 18 years with the Principal Financial Group

"I ask my clients a lot of questions to have a clear understanding of their goals and objectives," Mullane explains. "Then, I make recommendations to help them reach those goals and objectives. Together, we

"Clients appreciate the fact that we don't approach them with a solution looking for a problem."

Larry Reelitz

REGIONAL MANAGING DIRECTOR OF THE
MIDWEST REGION BUSINESS CENTER OF THE PRINCIPAL FINANCIAL GROUP

These are all factors that can be handled by any good business specialist. But the major differentiator for the Midwest Region Business Center, is their access to home office and regional resources, as well as their Advanced Solutions resources – a group of attorneys, accountants, and other specialists that provide business evaluation on a case-by-case basis. With many of today's small business owners relying on trusted advisors, such as attorneys and CPAs, when making financial decisions, the Advanced Solutions resources play a big role in filling in the gaps and "speaking the language" to client's advisors. In addition to business valuation and custom financial strategies, CPAs and attorneys can also pursue continuing education credits through Advanced Solutions.

So What are Clients Saying?
Prairie Pella, Inc. has been a client of the Midwest Regional Business Center for over a decade. What stands out most to Bruce Grenier, Vice President of Finance and Controller, is that Mike (Shumway) is always willing to do whatever is needed in regards to servicing their 401(k) plans. "From employee training (which includes meeting individually as necessary), to running interference with operational issues at The Principal, to conducting semi-annual investment offering reviews and making suggestions and changes to plan designs, Mike and his team of experts do it all," says Grenier.*

Reelitz believes that clients appreciate the fact that "we don't approach them with a solution looking for a problem." He goes on to say, "With our Advanced Solutions resources, we help clients identify the problem by defining objectives and helping quantify where they are short, or where they need a new strategy."

Bob Tursi,* owner of Tursi's Latin King, enjoys the advantages of working with a full-service, local rep. "With Kendall (Kruger), I get the

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**Testimonials may not be representative of other clients' experiences. They are not indicative of or a guarantee of future performance. Bruce Grenier and Bob Tursi have not been paid for these testimonials.*

Powerful Resources... EXPERTS

Two Heads Are ALWAYS Better Than One.

ON THE COVER

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benefits of a large company on a local level," Tursi says. "From life insurance to 401(k) benefits, he can tailor a solution to exactly what I need as a business owner — not only to provide protection, but also provide wealth."

The Principal builds relationships on trust, integrity, and doing the right thing for the client. "Most successful businesses have loyal employees who are most productive when they feel confident about their jobs and their future," say Reelitz. "Building a successful business is the full-time job of the business owner...helping identify and solve financial issues is ours." ■

***Michael B. Shumway*, Senior Financial Services Representative, Princor Registered Representative, Financial Advisor**

- Specializes in qualified plans and employee benefits
- Graduate of Creighton University
- 24 years of sales and sales management experience
- 13 years with the Principal Financial Group

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"I have a strong desire to help people and I am committed to discovering and understanding my client's needs," says Shumway. "My dedication to personalized service brings experience in developing and maximizing planning strategies that help provide innovative solutions with flexibility and choice. My goal is to provide a framework to successfully minimize guesswork, while earning trust, and adding value to the complete solution."