



I am extremely proud of the leadership displayed by producers affiliated with the Principal Financial Group® at both the local and national level of the National Association of Insurance and Financial Advisors (NAIFA).

If you are among the many Principal Life producers who have committed to your own professional development and your clients' best interest by joining NAIFA, I thank you for your dedication.

If you have not yet joined NAIFA, I encourage you to do so. NAIFA membership can help you keep up with industry trends, hone your sales skills and continue to develop in your career. NAIFA's ongoing commitment is to provide services and support to producers working in today's unique and ever-changing marketplace.

The Principal Financial Group - a proud gold-level sponsor of NAIFA - strongly encourages your membership so you, too, can take advantage of the countless career-enhancing benefits and growth opportunities. Here are a few NAIFA advantages:

Sales Ideas, Training and Education: NAIFA's support includes sales, marketing and business management tips from leaders; prospecting tips, investment analysis tools; information on market trends; and an annual convention that offers stimulating workshops and well-known speakers.

Networking: By attending local, state and national meetings, you have the opportunity to network with respected and successful professionals from all facets of the industry.

Professionalism: Membership in NAIFA classifies you among an elite group of individuals who place great importance on professional development and put the best interests of their clients above all else.

Lobbying: When it comes to having our voices heard at all levels of government, there is power in numbers – and tens of thousands of voices in unison don't go unheard. NAIFA's staff of experienced lobbyists works with members of Congress and state legislatures to protect your career and your valuable business interests.

Once again, I encourage you to make this commitment to your profession and career by joining the nation's oldest and most influential association serving the insurance and financial services industry. NAIFA can help give you the edge you need to get ahead and stay ahead.

For more information or to join, call NAIFA toll free at (877) TO-NAIFA or visit www.naifa.org.

A handwritten signature in black ink, appearing to read "Nick Cecere".

Nick Cecere, CLU®
Vice President-Individual Distribution, the Principal Financial Group

Insurance issued by Principal National (except in New York), Principal Life and the companies available through the Preferred Product Network, Inc. Securities offered through Princor Financial Services Corporation, 800/247-1737, member SIPC. Principal National, Principal Life, Preferred Product Network, and Princor® are members of the Principal Financial Group®, Des Moines, Iowa 50392