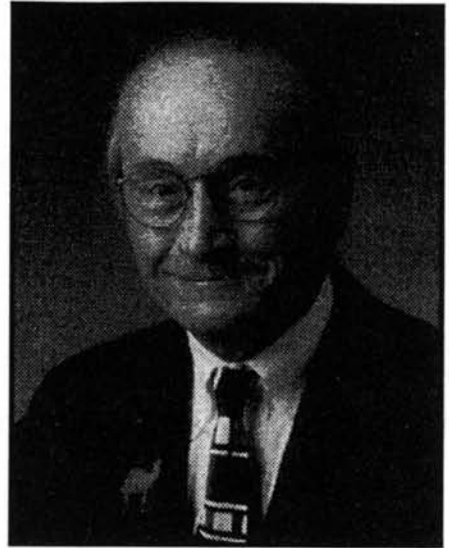


G. David Hurd

2000



During his 40 years at the Principal Financial Group, G. David Hurd, Chairman Emeritus, has provided an unequalled example of leadership and stewardship for his coworkers, company, insurance industry and the greater Des Moines community. In 1954, Dave joined the pension department of The Bankers Life (now the Principal Financial Group). Quickly earning a reputation as a hard-working skilled technician, he worked his way up in the pension department, was named an officer in 1960 and was appointed to lead the department in 1971. In 1987, Dave was named president of the Principal Financial Group and two years later was named chairman and CEO. He retired in 1994. During his tenure, Dave was instrumental in the development and expansion of the company's pension business, entrance into global markets, involvement in health care reform and increasing financial stability.

Dave's philosophy is to lead by example and in all areas of his distinguished career, he has done just that. Dave has served in many leadership positions in the community such as: chair of the Des Moines Development Corporation, co-chair of Downtown Partnership, board member of the Des Moines Arts Festival, and past chair of the Greater Des Moines Chamber of Commerce. During his involvement in all of these organizations, Dave has helped spearhead projects that are vital to the betterment of the greater Des Moines community and the state of Iowa.