

Stephanie Hays • 29 Principal Financial Group

Stephanie Hays is unflappable.

At age 29, she is a senior financial advisor for Principal Financial Group, a position that involves advising clients on matters such as retirement and tax planning, cash flow investments and helping them understand investing and insurance.

It's a tall order for anyone but especially for a young woman who is also a wife and mother of two young sons.

But Hays balances it all and still manages to heap on new accomplishments. And she wouldn't have it any other way.

"At the beginning of my career, I was told that 'successful people will do what unsuccessful people are not willing to do,'" she says.

Now a resident of Southlake, Hays grew up in Arlington and attended the University of Texas at Arlington, where she was in the Honors College, the Goolsby Leadership Academy and an academic scholarship recipient.

She graduated Magna Cum Laude with a bachelor's degree in finance in 2009.

Her ability to effectively multi-task began her junior year in college as she took the Series 7 test to become a licensed trader and her Series 66

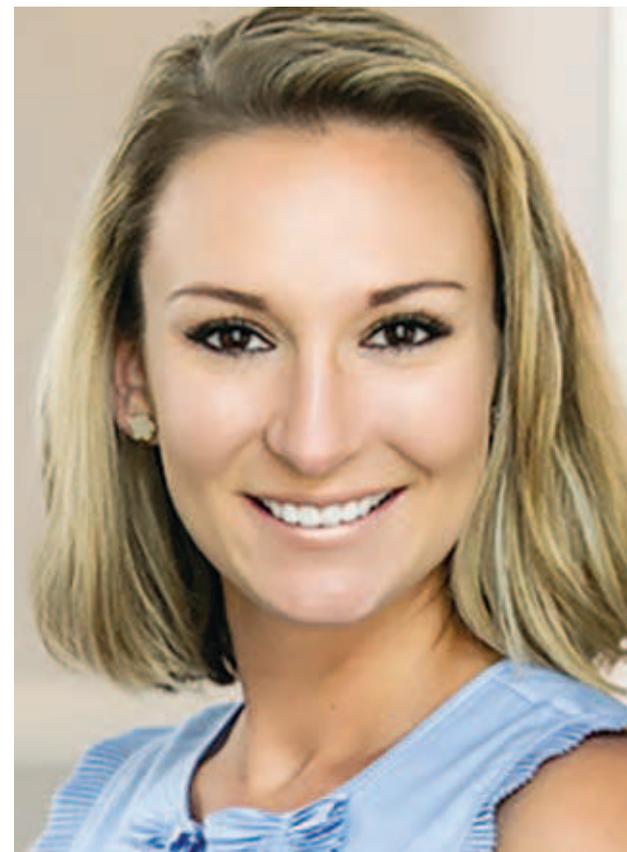
test to become a securities agent and investment adviser at the same time she was taking finals and making arrangements for her upcoming wedding.

After earning her certifications but prior to graduating, Hays went to work for Creating & Managing Wealth, a financial planning firm specializing in helping clients who work in education. In 2009, she was named Rookie of the Year and in 2010, she was selected Advisor of the Year.

In 2011, she joined Principal Financial Group in Southlake as a senior financial advisor. There, she continued to pile on accolades such as the 2012 National New Advisor Award, which honors the top-achieving advisor among experienced recruits. She also earned the Noel Bass Award for outstanding achievement in 2012; and a Club Level Producer in 2012, 2013, and 2015.

Although she keeps plenty busy between job and family responsibilities, Hays also finds time to volunteer for GRACE, a social agency based in Grapevine that serves the Northeast Tarrant County area. She started out acquiring raffle items for a fundraiser and now serves of the non-profit's board of directors.

— Marice Richter



Tell us about an influential person in your life.

My husband of seven years and father of our two boys, Michael. He is the steady and calm to my chaos and craze. He's my friend, hubby and business coach all in one. I wouldn't be able to handle the roller coaster of emotions that comes with my career if it weren't for his support.

What is the best piece of advice you have ever received?

At the beginning of my career, I was told that "successful people will do what unsuccessful people are not willing to do." It's always going to be easier to make excuses, not do your part, do the bare minimum etc. I believe that you thrive in life and in your career by

having integrity, honoring your word, being the one that people know they can count on. You will become successful by not doing what just expected but by putting in the extra time and exceeding expectations to do the best job possible.

Where did your first paycheck come from?

My first paycheck came from Cici's Pizza at age 14. I would walk to work on Saturday and Sunday mornings and I think I made maybe \$5 an hour. I have always been independent and I loved the feeling of earning my own money.

What's your favorite TV series, song, movie or book? Why?

My favorite one is John Lennon's Imagine. I believe that there is more love than hate in this world and I pray that my kids will grow up in an even more understanding, empathetic and kind world. I know that every person can make a difference so I feel a deep responsibility in my heart to be the best person I can be for my husband, kids, community and for the company and clients that give me the opportunity to live a life I am passionate about.

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