
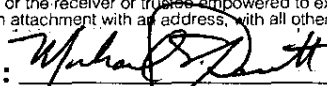


# 2004 FOR PROFIT CORPORATION ANNUAL REPORT

**FILED**  
**Apr 30, 2004 8:00 am**  
**Secretary of State**

04-30-2004 90343 046 \*\*\*150.00

<b>DOCUMENT # F94000001824</b> 1. Entity Name <b>HERFF JONES, INC.</b>					
Principal Place of Business <b>4501 WEST 62ND ST. INDIANAPOLIS, IN 46268-2587</b>			Mailing Address <b>4501 WEST 62ND ST. INDIANAPOLIS, IN 46268-2587</b>		
2. Principal Place of Business Suite, Apt. #, etc.			3. Mailing Address Suite, Apt. #, etc.		
City & State			City & State		
Zip		Country		Zip	
Country		Country		4. FEI Number <b>35-1637714</b>	
5. Certificate of Status Desired <input type="checkbox"/>				Applied For <input type="checkbox"/> Not Applicable	
6. Name and Address of Current Registered Agent <b>CT CORPORATION SYSTEM 8751 WEST BROWARD BLVD. PLANTATION, FL 33324</b>				7. Name and Address of New Registered Agent Name Street Address (P.O. Box Number is Not Acceptable) City <b>FL</b> Zip Code	
8. The above named entity submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida. I am familiar with, and accept the obligations of registered agent.					
SIGNATURE _____ (NOTE: Registered Agent signature required when reinstating) DATE _____					
<b>FILE NOW!!! FEE IS \$150.00 After May 1, 2004 Fee will be \$550.00</b>			9. Election Campaign Financing Trust Fund Contribution. <input type="checkbox"/> <b>\$5.00 May Be Added to Fees</b>		
<b>10. OFFICERS AND DIRECTORS</b>			<b>11. ADDITIONS/CHANGES TO OFFICERS AND DIRECTORS IN 11</b>		
TITLE NAME STREET ADDRESS CITY-ST-ZIP	CP HUBBARD, JAMES W 4501 W. 62ND ST. INDIANAPOLIS, IN 46268	<input checked="" type="checkbox"/> Delete		TITLE NAME STREET ADDRESS CITY-ST-ZIP	VD Michael J. Cheek 4501 W. 62nd Street Indianapolis, IN 46268
<input type="checkbox"/> Change <input checked="" type="checkbox"/> Addition					
TITLE NAME STREET ADDRESS CITY-ST-ZIP	D HUBBARD, JAMES W 4501 WEST 62ND ST INDIANAPOLIS, IN 46268	<input type="checkbox"/> Delete		TITLE NAME STREET ADDRESS CITY-ST-ZIP	TS Michael S. Parrett 4501 W. 62nd Street Indianapolis, IN 46268
<input type="checkbox"/> Change <input checked="" type="checkbox"/> Addition					
TITLE NAME STREET ADDRESS CITY-ST-ZIP	VD FEHR, LAWRENCE F 4501 WEST 62ND ST. INDIANAPOLIS, IN 46268	<input checked="" type="checkbox"/> Delete		TITLE NAME STREET ADDRESS CITY-ST-ZIP	<input type="checkbox"/> Change <input type="checkbox"/> Addition
<input type="checkbox"/> Change <input type="checkbox"/> Addition					
TITLE NAME STREET ADDRESS CITY-ST-ZIP	DV SLAUGHTER, JOE K 4501 WEST 62ND ST. INDIANAPOLIS, IN	<input type="checkbox"/> Delete		TITLE NAME STREET ADDRESS CITY-ST-ZIP	<input type="checkbox"/> Change <input type="checkbox"/> Addition
<input type="checkbox"/> Change <input type="checkbox"/> Addition					
TITLE NAME STREET ADDRESS CITY-ST-ZIP	CPD POTTS, ROBERT S 4501 WEST 62ND ST. INDIANAPOLIS, IN 46268	<input type="checkbox"/> Delete		TITLE NAME STREET ADDRESS CITY-ST-ZIP	<input type="checkbox"/> Change <input type="checkbox"/> Addition
<input type="checkbox"/> Change <input type="checkbox"/> Addition					
TITLE NAME STREET ADDRESS CITY-ST-ZIP	DV ROGERS, P.T. 4501 WEST 62ND ST. INDIANAPOLIS, IN	<input type="checkbox"/> Delete		TITLE NAME STREET ADDRESS CITY-ST-ZIP	<input type="checkbox"/> Change <input type="checkbox"/> Addition
<input type="checkbox"/> Change <input type="checkbox"/> Addition					
12. I hereby certify that the information supplied with this filing does not qualify for the exemption stated in Section 119.07(3)(i), Florida Statutes. I further certify that the information indicated on this report or supplemental report is true and accurate and that my signature shall have the same legal effect as if made under oath; that I am an officer or director of the corporation or the receiver or trustee empowered to execute this report as required by Chapter 607, Florida Statutes; and that my name appears in Block 10 or Block 11 if changed, or on an attachment with an address, with all other like empowered.					
<b>SIGNATURE:</b> 			<b>Michael S. Parrett</b>		
SIGNATURE AND TYPED OR PRINTED NAME OF SIGNING OFFICER OR DIRECTOR			Date <b>4/8/04</b> Daytime Phone # <b>(317) 297-3740</b>		

14015205



04072004 Chg-P CR2E034 (10/03)

attachment

14015205 6/20/03

HERFF JONES, INC. 35-1637714  
CORPORATE OFFICERS

#I94000001824

Robert S. Potts  
Chairman, President & Chief Executive Officer  
4625 West 62<sup>nd</sup> Street  
Indianapolis, IN 46268

Patrick E. McKeon  
Vice President-General Manager-Education Division  
3333 Elston Avenue  
Chicago, IL 60618

Bruce H. Alfreds  
Vice President-General Manager-Photography Division  
4625 West 62<sup>nd</sup> Street  
Indianapolis, IN 46268

Michael S. Parrett  
Secretary - Treasurer  
4625 West 62<sup>nd</sup> Street  
Indianapolis, IN 46268

Michael J. Cheek  
Vice President - Chief Financial Officer  
4501 West 62<sup>nd</sup> Street  
Indianapolis, IN 46268

Patrick T. Rogers  
Vice President-Human Resources/Risk Management  
4501 West 62<sup>nd</sup> Street  
Indianapolis, IN 46268

Walter T. Cichy  
Vice President-Operations-Yearbook Division  
4625 West 62<sup>nd</sup> Street  
Indianapolis, IN 46268

K. Kirk Shryoc  
Vice President-Sales-Scholastic Division  
4625 West 62<sup>nd</sup> Street  
Indianapolis, IN 46268

Bernard R. Crandall, Jr.  
Vice President-General Manager-Yearbook Division  
4625 West 62<sup>nd</sup> Street  
Indianapolis, IN 46268

Joe K. Slaughter  
Vice President-General Manager-Scholastic Division  
4625 West 62<sup>nd</sup> Street  
Indianapolis, IN 46268

Mark H. Dossey  
Vice President-Sales-Yearbook Division  
4625 West 62<sup>nd</sup> Street  
Indianapolis, IN 46268

Thomas C. Tanton  
Vice President-General Manager-Cap & Gown Division  
1000 North Market Street  
Champaign, IL 61820

Louis R. Mataya  
Vice President-Sales-Photography Division  
4625 West 62<sup>nd</sup> Street  
Indianapolis, IN 46268

*Attachment*

6/20/03

**HERFF JONES, INC. 35-1637714**  
**BOARD OF DIRECTORS**

14015205  
#94000001824

Robert S. Potts  
Chairman, President & Chief Executive Officer  
4625 West 62<sup>nd</sup> Street  
Indianapolis, IN 46268

Andre B. Lacy  
Chairman & Chief Executive Officer  
LDI, Ltd.  
54 Monument Circle  
Indianapolis, IN 46204

Michael J. Cheek  
Vice President – Chief Financial Officer  
4501 West 62<sup>nd</sup> Street  
Indianapolis, IN 46268

Thomas E. Reilly, Jr.  
Chairman of the Board  
Reilly Industries, Inc.  
300 N. Meridian St., Suite 1500  
Indianapolis, IN 46204-1763

Bernard R. Crandall, Jr.  
Vice President-General Manager-Yearbook Division  
4625 West 62<sup>nd</sup> Street  
Indianapolis, IN 46268

Patrick T. Rogers  
Vice President-Human Resources/Risk Management  
4501 West 62<sup>nd</sup> Street  
Indianapolis, IN 46268

James W. Hubbard  
4625 West 62<sup>nd</sup> Street  
Indianapolis, IN 46268

Joe K. Slaughter  
Vice President-General Manager-Scholastic Division  
4625 West 62<sup>nd</sup> Street  
Indianapolis, IN 46268