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PROFIT
CORPORATION
ANNUAL REPORT
1996



FLORIDA DEPARTMENT OF STATE
Sandra B. Morham
Secretary of State
DIVISION OF CORPORATIONS

DOCUMENT # P08856 (7)

1. Corporation Name

PRINCIPAL MARKETING SERVICES, INC.

Principal Place of Business

711 HIGH ST.
%BETTY CREIGHTON, LAW DEPT.
DES MOINES IA 50392-0300
US

Mailing Address

711 HIGH STREET
%BETTY CREIGHTON, LAW DEPT
DES MOINES IA 50392-0300
US



2. Principal Place of Business

2a. Mailing Address

21

26

Suite, Apt. #, etc.

Suite, Apt. #, etc.

22

27

City & State

City & State

23

28

Zip

Country

Zip

Country

24

25

29

30

9. Name and Address of Current Registered Agent

10. Name and Address of New Registered Agent

CT CORPORATION SYSTEM
1200 S. PINE ISLAND ROAD
PLANTATION FL 33324

81 Name

82 Street Address (P.O. Box Number is Not Acceptable)

83

84 City

FL

85 Zip Code

11. Pursuant to the provisions of Sections 607.0502 and 607.1503, Florida Statutes, the above-named corporation submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida. Such change was authorized by the corporation's board of directors. I hereby accept the appointment as registered agent. I am familiar with, and accept the obligations of, Section 607.0505, Florida Statutes.

SIGNATURE

(Signature, typed or printed name of registered agent and title, if applicable)

(NOTE: Registered Agent Signature required when registering)

(DATE)

12. OFFICERS AND DIRECTORS

13. ADDITIONS/CHANGES TO OFFICERS AND DIRECTORS IN 12

TITLE PD
NAME GARDNER, JENNIFER S.
STREET ADDRESS 1021 BRIAR RIDGE ROAD
CITY-STATE-ZIP W DES MOINES IA ☐ DELETE

11 TITLE VP ☒ Change ☐ Addition
12 NAME
13 STREET ADDRESS
14 CITY-STATE-ZIP ☐ Change ☐ Addition

TITLE VT
NAME WISGERHOF, J.G.
STREET ADDRESS 7113 TWANA DR.
CITY-STATE-ZIP URBAN DALE IA ☐ DELETE

21 TITLE
22 NAME
23 STREET ADDRESS
24 CITY-STATE-ZIP ☐ Change ☐ Addition

TITLE VS
NAME HOFFMAN, J. N.
STREET ADDRESS 5834 PLEASANT DR
CITY-STATE-ZIP DES MOINES IA ☐ DELETE

31 TITLE
32 NAME
33 STREET ADDRESS
34 CITY-STATE-ZIP ☐ Change ☐ Addition

TITLE V
NAME GORDON, WILLIAM C.
STREET ADDRESS 241 24TH ST
CITY-STATE-ZIP W. DES MOINES IA ☒ DELETE

41 TITLE
42 NAME
43 STREET ADDRESS
44 CITY-STATE-ZIP ☐ Change ☒ Addition

TITLE V
NAME LEO, FLORY J.
STREET ADDRESS 5821 PLEASANT ST.
CITY-STATE-ZIP W. DES MOINES IA ☐ DELETE

51 TITLE
52 NAME
53 STREET ADDRESS
54 CITY-STATE-ZIP ☐ Change ☐ Addition

TITLE D
NAME NARBER, GREGG R.
STREET ADDRESS 309 JORDAN DRIVE
CITY-STATE-ZIP W. DES MOINES IA ☐ DELETE

61 TITLE VP ☒ Change ☐ Addition
62 NAME
63 STREET ADDRESS
64 CITY-STATE-ZIP ☐ Change ☐ Addition

14. I do hereby certify that the information supplied with this filing is voluntarily furnished and does not qualify for the exemption stated in Section 119.07(3)(g), Florida Statutes. I further certify that the information indicated on this annual report or supplemental annual 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 12 or Block 13 if changed, or on an attachment with an address.

SIGNATURE:

Gregg R. Narber
SIGNATURE AND TYPED OR PRINTED NAME OF SIGNING OFFICER OR DIRECTOR

4/15/96

515-247-5111

CR2E034 (12/95)

See Attachment A

4-24-96

P08856
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Attachment A
Principal Marketing Services, Inc.
Directors and Officers

09-Apr-96

Director

Name, Social Security #, Title and Date Elected	Address
John Edward Aschenbrenner Chairman 4/19/95	8713 Horton Circle Urbandale IA 50322
Charles Robert Duncan 4/19/95	12955 Woodlands Parkway Clive IA 50325
Stephan Lowry Jones 2/1/96	400 38th Place Des Moines IA 50312
Michael W. Keller 2/1/96	14821 Lakeview Drive Clive IA 50325
Pamela S. Kennedy 2/1/96	13140 Cedarwood Avenue Des Moines IA 50325-8568
A. Michael McMahon 4/19/95	4501 95th Street Urbandale IA 50322
Michael J. Streck 2/1/96	816 55th Street West Des Moines IA 50266
Douglas Warren Wiesner 4/19/95	112 South 33rd Street West Des Moines IA 50265

Officer

Name, Social Security #, Title and Date Elected	Address
Pamela S. Kennedy President 2/1/96	13140 Cedarwood Avenue Des Moines IA 50325-8568
Gregg Ross Narber 4/19/95	309 Jordon Drive West Des Moines IA 50265
Senior Vice President and General Counsel Caryn J. Evans 2/1/96	10880 N.E. 75th Street Bondurant IA 50035
Vice President Jennifer Sue Gardner 2/1/96	1021 Briar Ridge Road West Des Moines IA 50265
Vice President	

#P08856
3 of 3

Flory Joseph Leo		5821 Pleasant Street		
	4/19/95	West Des Moines	IA	50265
Vice President				
David Paul Ellingson		4519 Chamberlain Drive		
	4/19/95	Des Moines	IA	50312
Vice President and Associate General Counsel				
Joyce Nixson Hoffman		5834 Pleasant Drive		
	4/19/95	Des Moines	IA	50312
Vice President and Corporate Secretary				
Jerry Glenn Wisgerhof		7113 Twana Drive		
	4/19/95	Urbandale	IA	50322
Vice President and Treasurer				
Douglas Craig Cunningham		7928 Greenbelt Circle		
	4/19/95	Urbandale	IA	50322
Second Vice President and Controller				
Craig Lawrence Bassett		9440 Carpenter Avenue		
	4/19/95	Des Moines	IA	50322
Associate Treasurer				
Mary Louise Bricker		920 - 29th Street		
	4/19/95	Des Moines	IA	50312
Assistant Corporate Secretary				
Corporation Address				