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

3. Date Incorporated or Qualified **01/27/1986** 3a. Date of Last Report **05/01/1995**
4. FEI Number **42-1255850** Applied For Not Applicable
5. Certificate of Status Desired **\$8.75 Additional Fee Required**
6. Election Campaign Financing Trust Fund Contribution **\$5.00 May Be Added to Fees**
8. This corporation has liability for intangible tax under s. 199.032, Florida Statutes Yes No

2. Principal Place of Business 2a. Mailing Address
21 Suite, Apt. #, etc. 26 Suite, Apt. #, etc.
22 City & State 27 City & State
23 Zip Country 28 Zip Country
24 25 29 30

9. Name and Address of Current Registered Agent
**CT CORPORATION SYSTEM
1200 S. PINE ISLAND ROAD
PLANTATION FL 33324**

10. Name and Address of New Registered Agent
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, requires when registered) (DATE)

12. OFFICERS AND DIRECTORS		13. ADDITIONS/CHANGES TO OFFICERS AND DIRECTORS IN 12	
TITLE	PD <input type="checkbox"/> DELETE	1.1 TITLE	VP <input checked="" type="checkbox"/> Change <input type="checkbox"/> Addition
NAME	GARDNER, JENNIFER S.	1.2 NAME	
STREET ADDRESS	1021 BRIAR RIDGE ROAD	1.3 STREET ADDRESS	
CITY-STATE-ZIP	W DES MOINES IA	1.4 CITY-STATE-ZIP	
TITLE	VT <input type="checkbox"/> DELETE	2.1 TITLE	<input type="checkbox"/> Change <input type="checkbox"/> Addition
NAME	WISGERHOF, J.G.	2.2 NAME	
STREET ADDRESS	7113 TWANA DR.	2.3 STREET ADDRESS	
CITY-STATE-ZIP	URBANDALE IA	2.4 CITY-STATE-ZIP	
TITLE	VS <input type="checkbox"/> DELETE	3.1 TITLE *	<input type="checkbox"/> Change <input type="checkbox"/> Addition
NAME	HOFFMAN, J. N.	3.2 NAME	
STREET ADDRESS	5834 PLEASANT DR	3.3 STREET ADDRESS	
CITY-STATE-ZIP	DES MOINES IA	3.4 CITY-STATE-ZIP	
TITLE	V <input checked="" type="checkbox"/> DELETE	4.1 TITLE *	<input type="checkbox"/> Change <input checked="" type="checkbox"/> Addition
NAME	GORDON, WILLIAM C.	4.2 NAME	P/D
STREET ADDRESS	241 24TH ST	4.3 STREET ADDRESS	Kennedy, Pamela S.
CITY-STATE-ZIP	W. DES MOINES IA	4.4 CITY-STATE-ZIP	13140 Cedarwood Avenue
TITLE	V <input type="checkbox"/> DELETE	5.1 TITLE	<input type="checkbox"/> Change <input type="checkbox"/> Addition
NAME	LEO, FLORY J.	5.2 NAME	
STREET ADDRESS	5821 PLEASANT ST.	5.3 STREET ADDRESS	
CITY-STATE-ZIP	W. DES MOINES IA	5.4 CITY-STATE-ZIP	
TITLE	D <input type="checkbox"/> DELETE	6.1 TITLE	VP <input checked="" type="checkbox"/> Change <input type="checkbox"/> Addition
NAME	NARBER, GREGG R.	6.2 NAME	
STREET ADDRESS	309 JORDAN DRIVE	6.3 STREET ADDRESS	
CITY-STATE-ZIP	W. DES MOINES IA	6.4 CITY-STATE-ZIP	

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See Attachment A

4-24-96

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)(k), 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: *Joyce N. H...*
SIGNATURE AND TYPED OR PRINTED NAME OF SIGNING OFFICER OR DIRECTOR

4/15/96 515-247-5111

CR2E034 (12/95)

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 Senior Vice President and General Counsel 4/19/95	309 Jordon Drive West Des Moines IA 50265
Caryn J. Evans Vice President 2/1/96	10880 N.E. 75th Street Bondurant IA 50035
Jennifer Sue Gardner Vice President 2/1/96	1021 Briar Ridge Road West Des Moines IA 50265

#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				