


2007 FOR PROFIT CORPORATION ANNUAL REPORT (AR)

FILED
Apr 13, 2007 8:00 am
Secretary of State

04-13-2007 90173 023 ***150.00

DOCUMENT # 825797

1. Entity Name
HALLMARK MARKETING CORPORATION



Principal Place of Business
 2501 MC GEE
 MAIL DROP 407
 KANSAS CITY MO 64141
 US

Mailing Address
 ATTN: TAX DEPT. 407
 BOX 419479
 KANSAS CITY MO 64141



2. Principal Place of Business - No P.O. Box #
 Suite, Apt. #, etc.

3. Mailing Address
 Suite, Apt. #, etc.

1st MOORE CR2E034 (10/06)

City & State

4. FEI Number **43-0820871**

Applied For
 Not Applicable

Zip Country Zip Country

5. Certificate of Status Desired **\$8.75 Additional Fee Required**

6. Name and Address of Current Registered Agent

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

7. Name and Address of New Registered Agent

Name
 Street Address (P.O. Box Number is Not Acceptable)
 City **FL** 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 _____ DATE _____
Signature, typed or printed name of registered agent and title if applicable. (NOTE: Registered Agent signature required when reinstating)

FILE NOW!!! FEE IS \$150.00
After May 1, 2007 Fee Will Be \$550.00
Make Check Payable to Florida Department of State

9. Election Campaign Financing **\$5.00** May Be
 Trust Fund Contribution. Added to Fees

10. OFFICERS AND DIRECTORS

TITLE NAME STREET ADDRESS CITY - ST - ZIP	PD PAOLETTI, STEVE 12706 CEDAR LEAWOOD KS 66209	<input type="checkbox"/> Delete
TITLE NAME STREET ADDRESS CITY - ST - ZIP	VD STURGEON, ROD 16950 206TH STREET TONGANOXIE KS 66086	<input checked="" type="checkbox"/> Delete
TITLE NAME STREET ADDRESS CITY - ST - ZIP	V KATZ, BERRY 11333 HEMLOCK OVERLAND PARK KS 66210	<input type="checkbox"/> Delete
TITLE NAME STREET ADDRESS CITY - ST - ZIP	AS HARTLEY, KEVIN 16 F STREET LAKE LOTAWANA MO 64086	<input type="checkbox"/> Delete
TITLE NAME STREET ADDRESS CITY - ST - ZIP	T MCKINNEY, BRUCE 10423 WEST 126TH STREET OVERLAND PARK KS 66213	<input type="checkbox"/> Delete
TITLE NAME STREET ADDRESS CITY - ST - ZIP		<input type="checkbox"/> Delete

11. ADDITIONS/CHANGES TO OFFICERS AND DIRECTORS IN 11

TITLE NAME STREET ADDRESS CITY - ST - ZIP		<input type="checkbox"/> Change <input type="checkbox"/> Addition
TITLE NAME STREET ADDRESS CITY - ST - ZIP		<input type="checkbox"/> Change <input type="checkbox"/> Addition
TITLE NAME STREET ADDRESS CITY - ST - ZIP		<input type="checkbox"/> Change <input type="checkbox"/> Addition
TITLE NAME STREET ADDRESS CITY - ST - ZIP		<input type="checkbox"/> Change <input type="checkbox"/> Addition
TITLE NAME STREET ADDRESS CITY - ST - ZIP		<input type="checkbox"/> Change <input type="checkbox"/> Addition
TITLE NAME STREET ADDRESS CITY - ST - ZIP		<input type="checkbox"/> Change <input type="checkbox"/> Addition

12. I hereby certify that the information supplied with this filing does not qualify for the exemptions contained in Section 119, 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.

SIGNATURE: *Kevin M. Hartley* **Kevin M. Hartley** DIRECTOR Date: 3-25-07 Daytime Phone #: 816-545-6980

Officers

Hallmark Marketing Corporation

Report Date: 1/25/2007

Name	Title	Current/Former	Start Date	Termination Date	Address 1	Address 2
David E. Hall	Chairman	Current	1/18/2006		2501 McGee Trafficway Kansas City, MO 64141 United States	5830 Overhill Road Shawnee Mission, KS 66208 United States
Steve Paoletti	President	Current	9/15/1999		2501 McGee Trafficway Kansas City, MO 64018 United States	12706 Cedar Leawood, KS 66209 United States
Lisa Macpherson	Senior Vice President -- Retail Merchandising	Current	1/21/2004		2501 McGee Trafficway Kansas City, MO 64018 United States	4813 W. 148th Leawood, KS 66224 United States
James Boike	Vice President	Current	1/21/2004		2501 McGee Kansas City, MO 64108	1001 West 66th Street Kansas City, MO 64113
Gerald E. Czir	Vice President	Current	4/27/2001		2501 McGee Trafficway Kansas City, MO 64108 United States	Apt. 514 13300 Outlook Overland Park, KS 66213
Jay Dittmann	Vice President	Current	1/15/2003		2501 McGee Kansas City, MO 64108	2624 Northwest Ashurst Lane Lee's Summit, MO 64081
Roberta K. Farrell	Vice President	Current	12/8/2000		2501 McGee Trafficway Kansas City, MO 64108	9650 Belinder Road Leawood, KS 66206
Theodore J. Franke Jr.	Vice President	Current	4/27/2001		2501 McGee Trafficway Kansas City, MO 64108 United States	13109 West 127th Place Overland Park, KS 66213
Alex Garcia	Vice President	Current	1/18/2006		2501 McGee Trafficway Kansas City, MO 64108	14096 W/ 157th St. Olathe, KS 66062
Brian E. Gardner	Vice President, Assistant Secretary	Current	1/2/2004		2501 McGee Kansas City, MO 64108	14116 Nicklaus Drive Shawnee Mission, KS 66223
Jerry Grecian	Vice President	Current	1/16/1991		2501 McGee Trafficway Kansas City, MO 64108 United States	13819 Woodward Overland Park, KS 66223 United States
Ellen Junger	Vice President	Current	5/1/2006			

ATTACHMENT 40059804

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Hallmark Marketing Corporation

Officers

Name	Title	Current/Former	Start Date	Termination Date	Address 1	Address 2
Barry M. Katz	Vice President	Current	1/15/1997		2501 McGee Trafficway Mail Drop #339 Kansas City, MO 64108 United States	11333 Hemlock Overland Park, KS 66210 United States
Homer Kay	Vice President	Current	1/15/2003		2501 McGee Kansas City, MO 64108	12318 Granada Leawood, KS 66209
Tom Mulqueen	Vice President	Current	4/3/2000		2501 McGee Trafficway Kansas City, MO 64108 United States	12120 Perry Overland Park, KS 66213 United States
Michael S. Murrell	Vice President	Current	7/26/2005		2501 McGee Trafficway Kansas City, MO 64108	13832 Hadley St. Overland Park, KS 66223
Steven C. Salter	Vice President	Current	4/27/2001		2501 McGee Trafficway Kansas City, MO 64108 United States	12531 Connell Overland Park, KS 66213
Mal Warrick	Vice President	Current	1/18/2006		2501 McGee Trafficway Kansas City, MO 64108	13007 W. 128th Terrace Overland Park, KS 66213
Vickie Young	Secretary	Current	1/15/1986		2501 McGee Trafficway Mail Drop #339 Kansas City, MO 64108 United States	804 NW 40th Terrace Kansas City, MO 64116 United States
Dwight C. Arn	Assistant Secretary	Current	1/15/1986		2501 McGee Trafficway Mail Drop #339 Kansas City, MO 64108 United States	9979 Hemlock Drive Overland Park, KS 66212 United States
Pamela J. Berry	Assistant Secretary	Current	1/16/1991		2501 McGee Trafficway Kansas City, MO 64108 United States	14008 W. 69th Street Shawnee, KS 66216
Vicky M. Roy	Assistant Secretary	Current	1/17/1990		2501 McGee Trafficway Kansas City, MO 64108 United States	8500 West 145th Terrace Overland Park, KS 66223 United States
Gregory L. Russell	Assistant Secretary	Current	1/16/2002		2501 McGee Trafficway Kansas City, MO 64108 United States	8509 West 138th Terrace Overland Park, KS 66223

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Officers

Hallmark Marketing Corporation

Report Date: 1/25/2007

Name	Title	Current/Former	Start Date	Termination Date	Address-1	Address 2
Kathleen H. Tomei	Assistant Secretary	Current	1/15/1997		2501 McGee Trafficway Mail Drop #339 Kansas City, MO 64108 United States	5709 W. 97th Terrace Overland Park, KS 66207
Nancy M. Vardjian	Assistant Secretary	Current	12/8/2000		2501 McGee Trafficway Kansas City, MO 64108 United States	16369 149th Street Bonner Springs, KS 66012
E. Bruce McKinney	Treasurer	Current	1/18/1995		2501 McGee Trafficway Kansas City, MO 64018 United States	10423 West 126th Street Overland Park, KS 66213 United States
Kevin M. Hartley	Assistant Secretary, Tax Officer	Current	1/21/2004		2501 McGee Kansas City, MO 64108	16 F Street Lake Lotawana, MO 64086

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Directors

Hallmark Marketing Corporation

Report Date: 1/25/2007

Name	Type	Current/Former	Start Date	Termination Date	Address 1	Address 2
David E. Hall	Chairman	Current	1/19/2005		2501 McGee Trafficway Kansas City, MO 64141 United States	5830 Overhill Road Shawnee Mission, KS 66208 United States
Steve Paoletti	Director	Current	9/15/1999		2501 McGee Trafficway Kansas City, MO 64018 United States	12706 Cedar Leawood, KS 66209 United States
Ellen Junger	Director	Current	1/17/2007			

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