

Sarah Moe Meyers

Sarah joined Hallmark in December 2012 as Federal Affairs Manager after six years as Director of Political Affairs at the Property Casualty Insurers Association of America (PCI).

In her role at Hallmark, Sarah is responsible for representing Hallmark on federal issues with Congress, government agencies and trade associations. She chairs the Greeting Card Association Postal Affairs Committee, serves on the Envelope Manufacturers Association Public Policy Steering Committee and will begin a three-year term on the EMA's board of directors in 2017. Sarah is an active member of the National Association of Manufacturer's and serves as the Great Plains Regional Chair, is a member of the Executive Committee of the Public Policy Steering Committee and is a PAC board trustee. Sarah is a former board member for the National Association of Business PACs.

Sarah serves as President of HALLPAC, Hallmark's Political Action Committee. In this role, she oversees the HALLPAC Executive Committee and Federal Contributions Committee, coordinates recruitment efforts, special events with elected officials and guest speakers, and works to ensure that all contributions to candidates align with the mission and values of Hallmark and its subsidiaries.

[As Director of Political Affairs at PCI, Sarah's primary responsibility was PCI's Political Action Committee. During her tenure, Sarah increased the size of PCI's PAC to be the leading p/c trade association PAC in the country. During the 2009-2010 Election cycle, PCI PAC reached its long time goal of becoming a \$1 Million dollar PAC. Additionally, Sarah worked closely with the association's chief lobbyists on developing strategy and political analysis. She also worked closely with PCI's Board of Directors, member company representatives, and conducted numerous meetings on the importance of political advocacy for businesses.

Prior to joining PCI, Sarah spent three years as legislative analyst and PAC assistant with the American Council of Life Insurers (ACLI), where she managed fundraising activities and coordinated political events.]

Sarah earned a master's degree in international commerce and policy from George Mason University and a bachelor's degree in political science and Spanish from Mount St. Mary's College in Los Angeles.

Sarah resides in Kansas City, Missouri with her husband, Dr. Jason Meyers, young boys, Jay and Jimmy, and dog, Winchester.