

**REGISTRATION OF PRINCIPAL
EMPLOYING A LOBBYIST**

For Use In 2001-2002

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Section 1 -- Identification of Principal

"Principal" means any person who employees a lobbyist.

AAA Wisconsin

Name of Principal

Name of in-house person the City Clerk's Office may contact regarding lobbying issues:

Stetenfeld	Ernest	VP, Corporate Relations
Last Name	First Name	Title
PO Box 33		
Mailing Address		
Madison	WI	53701
City	State	Zip Code
8030 Excelsior Drive, Madison WI 53717-1939		
Business Address (if different)		
608-828-2487		
Contact Phone		
608-828-2530	estetenfeld@aaawisconsin.com	
Contact FAX	Contact E-mail Address	
www.aaawisc.com		
Principal's Internet Address		

Person to whom correspondence should be sent (if different from above)

Last Name	First Name	
Firm or Organization Name		
Mailing Address		
City	State	Zip Code
Phone	FAX	E-mail Address

Section II -- Nature and Interest of Principal

Check one of the following and complete only that section:

Business Entity

Describe the business activity in which the entity is engaged

Chief Executive Officer: _____
Last First Title

If partnership or limited liability company, check here and attach list of partners/members.

Industry, Trade or Professional Association

Describe the industry, trade or profession including any segment thereof which the association exclusively or primarily represents

Chief Executive Officer: _____
Last First Title

Approximate number of members: _____

Other Not for Profit

Governmental Labor Union Charitable/Religious/Civic, etc. Other

See attached.

Briefly describe the organization's purpose and any other group with a common interest which the organization primarily represents

Motorists and travelers

Describe any industry, trade, profession, or group with a common interest which the organization primarily represents or from which the organization's membership or financial support is primarily derived

Approximate number of members: 580,000

Individual

Name and address of the individual's employer, if any, or of the individual's primary place of business, if self-employed

Describe the business activity in which the individual or the individual's employer is engaged

Section III -- Areas of Lobbying

Provide a reasonably specific narrative summary of areas of legislative and administrative action the principal may attempt to influence:

Traffic safety and regulation of motoring.

List the City agencies in which the principal seek to influence administration action:

All None Agencies listed below

Identify the proposed legislative or administrative action in connection with which the principal has made or intends to make a lobbying communication before December 31.

1. Item: Banning the in-vehicle use of hand-held cell phones.

a. How will this item affect the principal's business or other activity?

See attached.

b. Which industry, trade, profession or segment or portion thereof would be principally affected?

The motoring public.

c. If the item is an appropriation, please identify the City program or person for which the appropriation is proposed and the approximate amount, if you know the amount.

n/a

For additional items, attach additional sheets.

Section II:

AAA Wisconsin is a not-for-profit membership organization offering travel, insurance, financial and auto-related services to more than 570,000 members statewide through 14 office locations.

Section III:

AAA Wisconsin does resell cell-phone packages to members, but regards this proposal as having negligible impact on that minor business line. Rather, as a motorists advocacy organization, AAA sees cell-phone use as part of the larger issue of driver distraction, does not at this time support bans on particular communication devices in vehicles, and views the "induced" use of hands-free devices as potentially problematic.

Section IV - Authorization of Lobbyists

The following lobbyists are authorized to represent the principal in proposed legislative or administrative action.

1. Lobbyist's Name: Ernest W. Stetenfeld
Mailing Address: PO Box 33 Madison WI 53701
Address City State Zip Code
Phone No.: 608-828-2487
Indicate if: Contract Lobbyists or Employee

2. Lobbyist's Name: _____
Mailing Address: _____
Address City State Zip Code
Phone No.: _____
Indicate if: Contract Lobbyists or Employee

3. Lobbyist's Name: _____
Mailing Address: _____
Address City State Zip Code
Phone No.: _____
Indicate if: Contract Lobbyists or Employee

4. Lobbyist's Name: _____
Mailing Address: _____
Address City State Zip Code
Phone No.: _____
Indicate if: Contract Lobbyists or Employee

Section V - Authorized Signer

1. Name: Ernest W. Stetenfeld
Position or Relationship to Principal: Vice President, Corporate Relations

2. Name: _____
Position or Relationship to Principal: _____

3. Name: _____
Position or Relationship to Principal: _____

4. Name: _____
Position or Relationship to Principal: _____

Section VI -- Certification

I certify that the above is true and correct to the best of my knowledge, information and belief, and that I am the registrant or an authorized designee. I understand that I am subject to a forfeiture if I know or believe any of the above information not to be true.



Ernest W. Stetenfeld

Vice President, Corporate Relations

Signature

Title

Ernest W. Stetenfeld

5/16/01

Type or print name as signed above

Date

Address & Telephone (if different from first page of this form)

Ernest W. Stetenfeld Vice President, Corporate Relations

Individuals permitted to sign documents -- Name and position or relationship to the principal of any designee authorized to sign documents submitted to the City Clerk by the organization principal.

Subscribed before me this *16th* day of *May*, 2001.

Marcia D. Hur

Notary

Commission expires: *5-31-04*