

**REGISTRATION OF PRINCIPAL
EMPLOYING A LOBBYIST**

For Use In 2001-2002

Return to Office of the City Clerk, 210 Martin Luther King, Jr. Blvd., Room 103, Madison, WI 53709-0001

OFFICE OF THE CITY CLERK
MADISON, WISCONSIN
CITY CLERK - 2001-2002

Section 1 -- Identification of Principal
"Principal" means any person who employs a lobbyist.

American Family Mutual Insurance Company

Name of Principal

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

Glover	LeeAnn	Mgr Real Estate & Construct
Last Name	First Name	Title
6000 American Parkway		
Mailing Address		
Madison	WI	53718
City	State	Zip Code

Business Address (if different)

(608) 242-4100

Contact Phone

(608) 243-4930

Contact FAX

Contact E-mail Address

Principal's Internet Address

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

McAdow	Jerry	
Last Name	First Name	
Lathrop & Clark, LLP		
Firm or Organization Name		
P.O. Box 1507		
Mailing Address		
Madison	WI	53701-1507
City	State	Zip Code
(608) 257-7766	(608) 257-1507	jerrymca@lathropclark.com
Phone	FAX	E-mail Address

Section II -- Nature and Interest of Principal

Check one of the following and complete only that section:



Business Entity

Insurance business

Describe the business activity in which the entity is engaged

Chief Executive Officer: Pierce Harvey President & Chairman of the Board
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

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

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: _____



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:

Seek Urban Design Commission and Plan Commission approval for the construction of an additional American Family building to be used for training and maintenance and to be located in the American Family Ancillary Use Area

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

All None Agencies listed below

Urban Design Commission, Plan Commission, Common Council, Planning Department and related agencies and committees

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: UDC Design approval and Plan Commission SIP approval

- a. How will this item affect the principal's business or other activity?
Facilitate training and maintenance

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

- 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.

For additional items, attach additional sheets.

FROM LATHROP & CLARK

(WED) 07. 25 '01 12:08:51. 12:07. NO. 3563209293 P. 3/3

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.



Richard Haas
Signature

Vice President Administration
Title

Richard Haas
Type or print name as signed above

June 8, 2001 July 25, 2001
Date

American Family Mutual Ins. Co., 6000 American Parkway; Madison, WI
Address & Telephone (if different from first page of this form)

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 25th day of July, 2001.

Notary

Commission expires: 10-17-04