

**REGISTRATION OF PRINCIPAL
EMPLOYING A LOBBYIST**

For Use In 2001-2002

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

Section 1 -- Identification of Principal

"Principal" means any person who employees 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:

Wilberg

Last Name

6000 American Parkway, Q12G

Mailing Address

Madison

City

Dick

First Name

American Cntr Develop. Dir.

Title

WI

State

53783

Zip Code

Business Address (if different)

(608) 242-4100

Contact Phone

(608) 243-6541

Contact FAX

rwilberg@amfam.com

Contact E-mail Address

Principal's Internet Address

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

McAdow

Last Name

Jerry

First Name

Lathrop & Clark, LLP

Firm or Organization Name

P.O. Box 1507

Mailing Address

Madison

City

WI

State

53701

Zip Code

(608) 257-7766

Phone

(608) 257-1507

FAX

jerrymca@lathropclark.com

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 CEO and Chairman of teh 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 plat approval

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

All None Agencies listed below

Plan Commission, Common Council, Department of Planning and Development and related agencies and Commissions

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: Seek Plan Commission and Common Council approval of plat
 - a. How will this item affect the principal's business or other activity?
Establishes additional saleable lots
 - 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.

Section IV - Authorization of Lobbyists

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

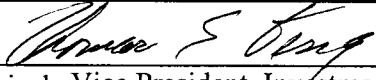
- 1. Lobbyist's Name: Jerry McAdow
Mailing Address: P.O. Box 1507, Madison, WI 53701
Address City State Zip Code
Phone No.: (608) 257-7766
Indicate if: Contract Lobbyists or Employee

- 2. Lobbyist's Name: Dick Wilberg
Mailing Address: 6000 American Parkway, Madison, WI 53783
Address City State Zip Code
Phone No.: (608) 242-4100
Indicate if: Contract Lobbyists or Employee

- 3. Lobbyist's Name: Jason Lietha
Mailing Address: Ayres Associates, 2445 Darwin Road, Madison, WI 53704-3186
Address City State Zip Code
Phone No.: (608) 249-0471
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: Thomas S. King 
Position or Relationship to Principal: Vice President, Investments

- 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.



Thomas S. King Vice President, Investments
Signature Title

Thomas S. King Aug. 3, 2001
Type or print name as signed above Date

American Family Mutual Insurance Co., 6000 American Parkway, Madison, WI 53783
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 3rd day of August, 2001.

Arleith Lander
Notary

Commission expires: April 25, 2004