

REGISTRATION OF PRINCIPAL
EMPLOYING A LOBBYIST
For Use In 2004

RECEIVED-CITY OF MADISON
CLERKS OFFICE

Return to Office of the City Clerk, 210 Martin Luther King, Jr. Blvd., Room 103, Madison, WI 53703

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

Alexander Company, Inc. - Randall P. Alexander

Name of Principal

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

Hughes Julie Executive Assistant
Last Name First Name Title

145 E. Badger Road, Suite 200

Mailing Address

Madison

WI

53713

City

State

Zip Code

See Above

Business Address (if different)

608-258-5580

Contact Phone

608-258-5590

jah@alexandercompany.com

Contact FAX

Contact E-mail Address

www.alexandercompany.com

Principal's Internet Address

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

n/a
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**

Real estate development, architectural design and urban planning

Describe the business activity in which the entity is engaged

Chief Executive Officer: Alexander Randall Mr.
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:

The principal may attempt to influence administrative and legislative actions pertaining to City of Madison real estate development policies and actions specific to developments, projects and designs specifically proposed by the principal and the principal's employees.

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: Rezoning of Block 51 - Madison, WI

- a. How will this item affect the principal's business or other activity?
The rezoning of Block 51 is critical to the development plan proposed by the principal.
- b. Which industry, trade, profession or segment or portion thereof would be principally affected?
Action on this issue will affect the real estate development, architectural design and urban planning segments of the principal's business.
- 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.

See attachment for the following

- Zoning
- Tax incremental financing policies
- Findorff Yards rezoning

Section IV - Authorization of Lobbyists

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


- Lobbyist's Name: Natalie Bock, The Alexander Company, Inc.
Mailing Address: 145 E. Badger Road, Suite 200, Madison, WI 53913
Address City State Zip Code
Phone No.: 608-258-5580
Indicate if: Contract Lobbyists or Employee
- Lobbyist's Name: Matthew Meier, The Alexander Company, Inc.
Mailing Address: 145 E. Badger Road, Suite 200, Madison, WI 53913
Address City State Zip Code
Phone No.: 608-258-5580
Indicate if: Contract Lobbyists or Employee
- Lobbyist's Name: Thomas Miller, The Alexander Company, Inc.
Mailing Address: 145 E. Badger Road, Suite 200, Madison, WI 53713
Address City State Zip Code
Phone No.: 608-258-5580
Indicate if: Contract Lobbyists or Employee
- Lobbyist's Name: William White, Michael Best & Friedrich
Mailing Address: 1 S. Pickney St., P.O. Box 1806, Madison, WI 5370191806
Address City State Zip Code
Phone No.: 608-258-5580
Indicate if: Contract Lobbyists or Employee

Section V - Authorized Signer

- Name: Natalie Bock, The Alexander Company, Inc.
Position or Relationship to Principal: Employee
- Name: Matthew Meier, The Alexander Company, Inc.
Position or Relationship to Principal: Employee
- Name: Thomas Miller, The Alexander Company, Inc.
Position or Relationship to Principal: Employee
- Name: David Vos, The Alexander Company, Inc.
Position or Relationship to Principal: Employee

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.


Signature
Randall P. Alexander

President

Title

Type or print name as signed above

Date

145 E. Badger Road, Suite 200, Madison, WI 53713 608-258-5580

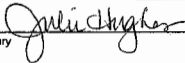
1-1-05

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 10th day of January, 2004.⁵

Notary



Commission expires: 06/22/2008