

REGISTRATION OF PRINCIPAL
EMPLOYING A LOBBYIST

For Use In 2004

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CLERKS OFFICE

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Return to Office of the City Clerk, 210 Martin Luther King, Jr. Blvd., Room 103, Madison, WI 53703-3342

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:

Wilberg Richard W. Development Director
Last Name First Name Title

6000 American Parkway

Mailing Address

Madison Wisconsin 53783

City State Zip Code

(608) 243-6541

Business Address (if different)

(608) 242-4100

Contact Phone

Contact FAX Contact E-mail Address

www.amfam.com

Principal's Internet Address

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

McAdow Jerry E.
Last Name First Name

Lathrop & Clark LLP

Firm or Organization Name

P.O. Box 1507

Mailing Address

Madison Wisconsin 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 Chairman
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:

Zoning text amendment

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

All None Agencies listed below

Plan Commission, Common Council, Dept. of Planning & Development and related agencies

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 city zoning text amendment

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

It will allow the sale of property as currently zoned, with reduced frontage and size requirements.

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

Land sales and development

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.


- Lobbyist's Name: Richard Wilberg
Mailing Address: American Family Ins., 6000 American Parkway, Madison, WI 53783
Address City State Zip Code
Phone No.: (608) 242-4100
Indicate if: Contract Lobbyists or Employee
- Lobbyist's Name: Jerry E. McAdow
Mailing Address: Lathrop & Clark LLP, P.O. Box 1507, Madison, WI 53701-1507
Address City State Zip Code
Phone No.: (608) 257-7766
Indicate if: Contract Lobbyists or Employee
- Lobbyist's Name: _____
Mailing Address: _____
Address City State Zip Code
Phone No.: _____
Indicate if: Contract Lobbyists or Employee
- Lobbyist's Name: _____
Mailing Address: _____
Address City State Zip Code
Phone No.: _____
Indicate if: Contract Lobbyists or Employee

Section V - Authorized Signer

- Name: Jerry E. McAdow
Position or Relationship to Principal: Attorney
- Name: _____
Position or Relationship to Principal: _____
- Name: _____
Position or Relationship to Principal: _____
- 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.

 *Richard Wilberg* Development Director
Signature Title
Richard Wilberg 8/10/04
Type or print name as signed above Date

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 August, 2004.

Anelith Xander
Notary

Commission expires: 4-20-08