

REGISTRATION OF PRINCIPAL  
EMPLOYING A LOBBYIST

For Use In 2004

CLERK'S OFFICE

04 MAR -8 PM 1:01

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.**

Cottonwood Financial Ltd.

Name of Principal

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

|             |            |       |
|-------------|------------|-------|
| Christopher | Michael    | R.    |
| Last Name   | First Name | Title |

Two East Mifflin Street #600  
Mailing Address

|         |       |            |
|---------|-------|------------|
| Madison | WI    | 53703-2865 |
| City    | State | Zip Code   |

Business Address (if different)  
608-252-9365

Contact Phone  
608-252-9243

Contact FAX  
www.thecashstore.com

Principal's Internet Address  
mrc@dewittross.com  
Contact E-mail Address

Person to whom correspondence should be sent (if different from above) Not applicable.

|           |            |
|-----------|------------|
| 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**

Payday loan business

Describe the business activity in which the entity is engaged

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Chief Executive Officer: Ahlberg Trevor CEO  
Last First Title

If <sup>limited</sup> partnership or limited liability company, check here  and attach list of partners/members.  
See Addendum A.

**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

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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

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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:

Obtain a conditional use permit for 434 Gammon Place, Madison, Dane County, Wisconsin 53719

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: M.G.O. 28.09(4)(d)7

- a. How will this item affect the principal's business or other activity?  
Requirement to amend the above ordinance and to obtain a conditional use permit
  
- b. Which industry, trade, profession or segment or portion thereof would be principally affected?  
Payday loan 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.  
Not applicable

For additional items, attach additional sheets.

2. If lobbying communication relates to the capital or operating budget, identify topic or topics.

**CAPITAL BUDGET**

**OPERATING BUDGET**

Not applicable

Not applicable

|       |
|-------|
| topic |
| topic |
| topic |
| topic |
| topic |
| topic |

|       |
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| topic |
| topic |
| topic |
| topic |
| topic |
| topic |

## Section IV - Authorization of Lobbyists

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

- Lobbyist's Name: Michael R. Christopher  
Mailing Address: Two East Mifflin Street #600 Madison WI 53703-2865  
Address City State Zip Code  
Phone No.: 608-252-9365  
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
- Lobbyist's Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
Address City State Zip Code  
Phone No.: \_\_\_\_\_  
Indicate if:  Contract Lobbyists or  Employee

## Section V - Authorized Signer

- Name: Michael R. Christopher  
Position or Relationship to Principal: Attorney for Cottonwood Financial Ltd.
- 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.

Cottonwood Financial Ltd.

By: Cottonwood Financial Management, Inc., its sole General Partner

By: *Trevor L. Ahlberg, CEO*

Signature

Title

Trevor L. Ahlberg, CEO

*3-1-04*

Type or print name as signed above  
1300 West Walnut Hill Lane #255  
Irving, TX 75038

Date

972-753-0822

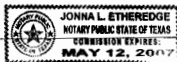
Address & Telephone (if different from first page of this form)

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 *1<sup>st</sup>* day of *March*, 2004.

Notary *[Signature]*

Commission expires: *May 12, 2007*



#### Addendum A

Cottonwood Financial Ltd. is a limited partnership. The sole general partner of Cottonwood Financial Ltd. is Cottonwood Financial Management, Inc. Mr. Trevor L. Ahlberg is the President and CEO of Cottonwood Financial Management, Inc. In addition, Mr. Ahlberg is the sole officer, director, and shareholder of Cottonwood Financial Management, Inc.