



# REGISTRATION OF PRINCIPAL EMPLOYING A LOBBYIST

For Use In 2005

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 Heart Association

Name of Principal

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

Ranous

Jeff

Senior Advocacy Director

Last Name

First Name

Title

2850 Dairy Drive, #300

Mailing Address

Madison

WI

53718

City

State

Zip Code

Business Address (if different)

608.221.8866

Contact Phone

608.221.9233

jeff.ranous@heart.org

Contact FAX

Contact E-mail Address

www.americanheart.org

Principal's Internet Address

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

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**

Describe the business activity in which the entity is engaged

Chief Executive Officer:

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

Reduce disability and death from cardiovascular diseases and stroke

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:

Monitors legislation and will lobby as deemed appropriate on issues affecting cardiovascular and stroke wellness and disease, with an emphasis on prevention. This may include: tobacco control, nutrition, related health issues, emergency medical services, related education issues and non-profit issues pertinent to the association's well-being.

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: Smoke-free workplace ordinance

- a. How will this item affect the principal's business or other activity?  
Exposure to second-hand smoke is a cardiovascular disease risk factor and and such we support efforts to reduce exposure.
- 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.

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

**CAPITAL BUDGET**

**OPERATING BUDGET**

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topic

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**Section IV - Authorization of Lobbyists**

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

- 1. Lobbyist's Name: Jeff Ranous  
Mailing Address: 2850 Dairy Drive, #300 Madison WI 53718  
Address City State Zip Code  
Phone No.: 608.221.8866  
Indicate if:  Contract Lobbyists or  Employee
  
- 2. Lobbyist's Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
Address City State Zip Code  
Phone No.: \_\_\_\_\_  
Indicate if:  Contract Lobbyists or  Employee
  
- 3. Lobbyist's Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
Address City State Zip Code  
Phone No.: \_\_\_\_\_  
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: Jeff Ranous  
Position or Relationship to Principal: Senior Advocacy Director
  
- 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.



*J/R*

Senior Advocacy Director

Signature

Title

Jeff Ranous

September 2, 2005

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 \_\_\_\_\_ day of \_\_\_\_\_, 2005.

Notary

Commission expires: \_\_\_\_\_