

**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.

Adams Outdoor Advertising
Name of Principal

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

Christopher
Last Name

Michael
First Name

Attorney
Title

2 East Mifflin Street, Suite 600
Mailing Address

Madison
City

WI
State

53703
Zip Code

Business Address (if different)

608/252-9365
Contact Phone

608/252-9243
Contact FAX

mrc@dewittross.com
Contact E-mail Address

Principal's Internet 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

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CLERKS OFFICE

Section II – Nature and Interest of Principal

Check one of the following and complete only that section:

Business Entity

Outdoor Advertising

Describe the business activity in which the entity is engaged

General Manager
Chief Executive Officer: Eigenberger Chris General Manager
Last First Title
CBE

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/Civil, 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 piece 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 siting of outdoor advertising displays in Madison.

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: See above
- a. How will this item affect the principal's business or other activity?
-
-
- b. Which industry, trade, profession or segment or portion thereof would be principally affected?
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-
- 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.
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-

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

<u>Not Applicable</u>	<u>Not Applicable</u>
topic	topic
topic	topic
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: 2 East Mifflin Street Madison WI 53703
Address City State Zip Code

Phone No.: 608/252-9365
Indicate if: Contract Lobbyists or Employee
- Lobbyist's Name: Chris J. Eigenberger
Mailing Address: 102 East Budge Road Madison WI 53713
Address City State Zip Code

Phone No.: 608-271-7900
Indicate if: Contract Lobbyists or Employee
- Lobbyist's Name: James Bonneville
Mailing Address: 102 East Budge Road Madison WI 53713
Address City State Zip Code

Phone No.: 608-271-7900
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
- 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 forfeiture if I know or believe any of the above information not to be true.


Signature _____ Title CEO General Manager
Chris Eigenberger
Type or print name as signed above Date 1/31/05

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

Michael R. Christopher, Attorney

Individuals permitted to sign documents – Name and position of relationship to the principal of any designee authorized to sign documents submitted to the City Clerk by the organization principal.

Subscribed before me this 31 day of January, 2005.

Monica R. Launder
Notary

Commission expires: 10/7/07