

REGISTRATION OF PRINCIPAL RECEIVED-CITY OF MADISON
EMPLOYING A LOBBYIST CLERKS OFFICE

For Use In 2005

05 MAR -1 PM 12: 22

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 American Cntr Develop. Dir.
Last Name First Name Title

6000 American Parkway Q120 Q22K

Mailing Address

Madison WI 53783
City State Zip Code

Business Address (if different)

(608) 242-4100 x 30387

Contact Phone

(608) ~~245-6644~~ 245-8749

Contact FAX

rwilberg@amfam.com

Contact E-mail Address

Principal's Internet Address

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

McAdow Jerry
Last Name First Name

Lathrop & Clark LLP

Firm or Organization Name

P.O. Box 1507

Mailing Address

Madison WI 53701
City State Zip Code

(608) 257-7766

Phone

(608) 257-1507

FAX

jerrymca@lathropclark.com

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 CEO and Chairman of the Board
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:

Seek plat approval and rezoning

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: Seek Plan Commission and Common Council approval of plat
- a. How will this item affect the principal's business or other activity?
Establish additional saleable lots

 - 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

topic

topic

topic

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.

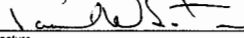
- Lobbyist's Name: Jerry E. McAdow
Mailing Address: P.O. Box 15087, Madison, WI 53701
Address City State Zip Code
Phone No.: (608) 257-7766
Indicate if: Contract Lobbyists or Employee
- Lobbyist's Name: Richard Wilberg
Mailing Address: 6000 American Parkway, Madison, WI 53783
Address City State Zip Code
Phone No.: (608) 242-4100 X 30387
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: Paul Easton
Position or Relationship to Principal: Office Admin Director
- 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.


Signature

OFFICE ADMIN DIRECTOR
Title

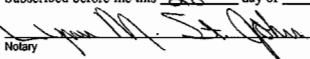
PAUL W. EASTON
Type or print name as signed above

2/28/05
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 28th day of February, 2005.


Notary

Commission expires: 10-12-08

**REGISTRATION OF PRINCIPAL
EMPLOYING A LOBBYIST**
For Use In 2005

AMENDED

RECEIVED-CITY OF MADISON
CLERKS OFFICE

05 APR 26 PM 12:37

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

American Cntr Develp. Dir.

Last Name

First Name

Title

6000 American Parkway Q22K

Mailing Address

Madison

WI

53783

City

State

Zip Code

Business Address (if different)

(608) 242-4100, x. 30387

Contact Phone

(608) 245-8749

Contact FAX

Contact E-mail Address

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.

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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: _____

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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:

1. Seek plat approval and rezoning.
2. Objection to property assessment.

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

All None Agencies listed below

Common Council
Planning Commission
City Assessor's Office
City Assessor Board of Review

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 Plan Commission and Common Council approval of plat: Objection to property tax assessment.
 - a. How will this item affect the principal's business or other activity?

Establish additional saleable lots; decrease property tax owed.
 - 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.

Section IV - Authorization of Lobbyists

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

- Lobbyist's Name: Jerry E. McAdow
Mailing Address: P.O. Box 15087, Madison, WI 53701
Address City State Zip Code
Phone No.: (608) 257-7766
Indicate if: Contract Lobbyists or Employee
- Lobbyist's Name: Richard Wilberg
Mailing Address: 6000 American Parkway, Madison, WI 53783
Address City State Zip Code
Phone No.: (608) 242-4100, x. 30387
Indicate if: Contract Lobbyists or Employee
- Lobbyist's Name: Don M. Millis
Mailing Address: Michael Best & Friedrich LLP, P.O. Box 1806, Madison, WI 53701-1806
Address City State Zip Code
Phone No.: (608) 257-7482
Indicate if: Contract Lobbyists or Employee
- Lobbyist's Name: Joseph A. Pickart
Mailing Address: Michael Best, 100 E. Wisconsin Ave., #3300, Milwaukee, WI 53202-4108
Address City State Zip Code
Phone No.: (414) 225-2756
Indicate if: Contract Lobbyists or Employee

Section V - Authorized Signer

- Name: Richard Wilberg
Position or Relationship to Principal: Development Director
- Name: William F. White
Position or Relationship to Principal: Attorney
- Name: _____
Position or Relationship to Principal: _____
- Name: _____
Position or Relationship to Principal: _____

Section IV - Authorization of Lobbyists

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

- Lobbyist's Name: Eric M. McLeod
Mailing Address: Michael Best & Friedrich LLP, P.O. Box 1806, Madison, WI 53701-1806
Address City State Zip Code
Phone No.: (608) 283-2257
Indicate if: Contract Lobbyists or Employee
- Lobbyist's Name: Robert L. Gordon
Mailing Address: Michael Best, 100 E. Wisconsin Ave., #3300, Milwaukee, WI 53202-4108
Address City State Zip Code
Phone No.: (414) 225-4936
Indicate if: Contract Lobbyists or Employee
- Lobbyist's Name: William G. Rasche
Mailing Address: 6000 American Parkway, Madison, WI 53783-0001
Address City State Zip Code
Phone No.: (608) 249-2111, ext. 31409
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: _____
Position or Relationship to Principal: _____
- 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

April 25, 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 25th day of April, 2005.

Ardeith Xander

Notary

Commission expires: 4-20-08

