

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

RECEIVED-CITY OF MADISON  
CLERKS OFFICE

Return to Office of the City Clerk, 210 Martin Luther King, Jr. Blvd., Room 103, Madison, WI 53703-3925  
05 APR 2005 9:51 AM

**Section 1 – Identification of Principal**  
**“Principal” means any person who employs a lobbyist.**

American TV & Appliance of Madison Inc.  
Name of Principal

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

Scheurich	G. Michael	Attorney
Last Name	First Name	Title

2601 Reid Farm Road, Suite B  
Mailing Address

Rockford	IL	61114
City	State	Zip Code

Business Address (if different)  
(815) 636-9600

Contact Phone  
(815) 636-9666

Contact FAX  
scheurich@guyerlaw.com  
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**

Lawyers - representation of clients with respect to real estate tax

Describe the business activity in which the entity is engaged

assessment

Chief Executive Officer: Enichen Edward J. President  
Last First Title

If partnership or limited liability company, check here  and attach list of partners/members.

**Industry, Trade or Professional Association**

Legal

Describe the industry, trade or profession including any segment thereof which the association exclusively or primarily represents

Chief Executive Officer: Enichen Edward J. President  
Last First Title

Approximate number of members: 8

**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:

Real Estate Tax Assessment

---

---

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: Tax assessment

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

Reduce taxes

---

---

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

Retail home electronics and furnishings

---

---

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.

N/A

---

---

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**

CAPITAL BUDGET	OPERATING BUDGET
N/A	
topic	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.

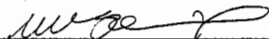
1. Lobbyist's Name: G. Michael Scheurich  
 Mailing Address: 2601 Reid Farm Road, Suite B, Rockford, IL 61114  
 Address City State Zip Code  
 Phone No.: (815) 636-9600  
 Indicate if:  Contract Lobbyists or  Employee
2. Lobbyist's Name: Owen T. Bach  
 Mailing Address: 2601 Reid Farm Road, Suite B, Rockford, IL 61114  
 Address City State Zip Code  
 Phone No.: (815) 636-9600  
 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: Kern Fellen  
 Position or Relationship to Principal: VP-Finance, American JTV & Appliances of Madison, Inc.
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.

  
Signature \_\_\_\_\_ Attorney \_\_\_\_\_  
Title \_\_\_\_\_  
G. Michael Scheurich 4/28/05  
Type or print name as signed above Date

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

G. Michael Schaurich, Attorney  
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 28<sup>th</sup> day of April, 2005  
Donna M Lashock  
Notary

Commission expires: 2-22-08

