

**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 53703-2022 PH 12: 21

**Section 1 -- Identification of Principal**

**"Principal" means any person who employs a lobbyist.**

CarteMedia, Inc.

Name of Principal

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

Gottlieb

Rand

President & CEO

Last Name

First Name

Title

13033 Ridgedale Drive, #330

Mailing Address

Minnetonka

MN

55305

City

State

Zip Code

Business Address (if different)

612-483-5271

Contact Phone

612-395-5404

notify@cartemedia.com

Contact FAX

Contact E-mail Address

www.cartemedia.com

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**

Media advertising services

Describe the business activity in which the entity is engaged

Chief Executive Officer: Gottlieb Rand President & CEO  
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:

The principal may attempt to influence administrative and legislative actions pertaining to securing marketing rights on property owned by the City of Madison, for the purposes of selling advertising to be affixed to such property and operating associated city-wide marketing programs.

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: New Recycling Program (Summer 2005); New Solid Waste Program (2007)
- a. How will this item affect the principal's business or other activity?  
The principal wishes to operate CarteMedia installations related to some of the new recycling carts being put into service in 2005, and related to some of the new solid waste carts to be put into service in 2007.
- b. Which industry, trade, profession or segment or portion thereof would be principally affected?  
Advertising and Media
- 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**

New Recycling Program Carts (2005)

topic

New Solid Waste Program Carts (2007)

topic

topic

topic

topic

topic

**OPERATING BUDGET**

New Recycling Program (Revenue)

topic

New Solid Waste Program (Revenue)

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: Rand Gottlieb  
Mailing Address: 13033 Ridgedale Drive, #330, Minnetonka MN 55305  
Address City State Zip Code  
Phone No.: 612-483-5271  
Indicate if:  Contract Lobbyists or  Employee
- Lobbyist's Name: Michael Paul (CarteMedia, Inc. shareholder)  
Mailing Address: same as above  
Address City State Zip Code  
Phone No.: 612-961-5130  
Indicate if:  Contract Lobbyists or  Employee
- Lobbyist's Name: Kernal Buhler (CarteMedia, Inc. shareholder)  
Mailing Address: same as above  
Address City State Zip Code  
Phone No.: 612-396-8285  
Indicate if:  Contract Lobbyists or  Employee
- Lobbyist's Name: n/a  
Mailing Address: \_\_\_\_\_  
Address City State Zip Code  
Phone No.: \_\_\_\_\_  
Indicate if:  Contract Lobbyists or  Employee

**Section V - Authorized Signer**

- Name: Rand Gottlieb, CarteMedia, Inc.  
Position or Relationship to Principal: President & CEO
- 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.



President & CEO

Signature

Title

Rand Gottlieb (for CarteMedia, Inc.)

January 31, 2005

Type or print name as signed above

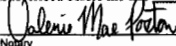
Date

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

Rand Gottlieb (Majority shareholder, President & CEO)

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 31 day of January, 2005.



Notary

Commission expires: 1-31-2009

