

**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.

Charming Shoppes Inc
Name of Principal

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

Berkeley
Last Name

Susan
First Name

Tax Team Lead
Title

3750 State Rd # 7-B13
Mailing Address

Bensalem
City

PA
State

19020-5903
Zip Code

Business Address (if different)

(215) 638-6730
Contact Phone

(215) 633-4997
Contact FAX

Susan.Berkeley@Charming.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

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MADISON

Section II -- Nature and Interest of Principal

Check one of the following and complete only that section:

Business Entity

Retail Sales

Describe the business activity in which the entity is engaged

Chief Executive Officer: Bern Dorrit CEO, President - Board of Directors
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:

Property tax assessments

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

- All
- None
- Agencies listed below

Assessor's Office

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.

- I. Item: _____
 - 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?

 - 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

| |
|--------------|
| Property Tax |
| topic |
| |
| topic |
| |
| topic |
| |
| topic |
| |
| topic |
| |
| topic |

OPERATING BUDGET

| |
|--------------|
| Property Tax |
| 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: Dan Jameson
Mailing Address: 1220 Allen Ave St. Louis MO 63104
Address City State Zip Code
Phone No.: (314) 621-1400
Indicate if: Contract Lobbyists or Employee

2. Lobbyist's Name: Willa Lovett
Mailing Address: 240 N Moseley Rd Colcord OK 74338
Address City State Zip Code
Phone No.: (918) 422-4442
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: Susan M. Bekeley
Position or Relationship to Principal: TAX TEAM LEAD
- 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

Title

Susan M. Berkeley

TAX TEAM LEAD

Type or print name as signed above

Date

SUSAN M. BERKELEY

5/26/05

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 31st day of May, 2005

Tina Louise Grodziski

Notary

Commission expires: 6/6/05

NOTARIAL SEAL
TINA LOUISE GRODZISKI, Notary Public
Bensalem Twp., Bucks County
My Commission Expires June 6, 2005