



**Section II -- Nature and Interest of Principal**

Check one of the following and complete only that section:



**Business Entity**

Joseph Freed and Associates LLC as Agent for Hilldale  
Building Company, LLC

Describe the business activity in which the entity is engaged

Chief Executive Officer: Freed Laurance President  
Last First Title

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

See attached Exhibit A - Members of Joseph Freed and Associates LLC



**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:

**Entitlement and construction of Hilldale Shopping Center improvement program**

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: Rezoning and redevelopment at Hilldale Shopping Center  
702 N. Midvale Blvd., Madison, Wisconsin
- a. How will this item affect the principal's business or other activity?  
  
**Principals are owners of Hilldale Shopping Center**
- b. Which industry, trade, profession or segment or portion thereof would be principally affected?  
  
**Real Estate**
- 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**

<u>N/A</u>	<u>N/A</u>
topic	topic
<u>topic</u>	<u>topic</u>
topic	topic
<u>topic</u>	<u>topic</u>
topic	topic
<u>topic</u>	<u>topic</u>
topic	topic

## Section IV - Authorization of Lobbyists

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

See attached Exhibit B - Authorized Lobbyists

- 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
- 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: Robert Fink  
Position or Relationship to Principal: Vice President
- Name: Andrew Stein  
Position or Relationship to Principal: Manager
- Name: Dennis Harder  
Position or Relationship to Principal: Vice President
- 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.



Dennis Harder

Signature

Vice President Development Services

Title

Dennis Harder

Type or print name as signed above

January 26, 2005

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 \_\_\_\_\_ day of \_\_\_\_\_, 2005.

Notary

Commission expires: \_\_\_\_\_



**EXHIBIT B**

**AUTHORIZED LOBBYISTS**

1. Joseph Freed and Associates LLC  
220 N. Smith Street, Suite 300  
Palatine, IL 60067  
847-215-5500  
Contract Lobbyist  
Dennis Harder  
Robert Fink  
Andrew Stein  
Steve Uhlarik
  
2. Ken Saiki Design Inc.  
303 S. Peterson, Suite One  
Madison, WI 53703  
608-251-3600  
Contract Lobbyist  
Ken Saiki  
Michael Sturm
  
3. Arnold and O'Sheridan  
1111 Deming Way  
Madison, WI 53717  
608-821-8500  
Contract Lobbyist  
Michael Schmidt.
  
4. Z.D. Studios  
111 S. Hamilton Street  
Madison, WI 53703  
608-257-8400  
Contract Lobbyist  
Mark Schmitz  
Melanie Krantz
  
5. Strand Associates, Inc.  
910 West Wingra Drive  
Madison, WI 53715  
608-251-4843  
Contract Lobbyist  
Michael Bridwell  
Thomas Lynch
  
6. Bray Associates Architects, Inc.  
1468 North High Point Road, Suite 100  
Middleton, WI 53562  
608-831-5775  
Contract Lobbyist  
Michael Clark

JOSEPH FREED AND ASSOCIATES LLC

RECEIVED-CITY OF MADISON  
CLERKS OFFICE

05 APR 28 PM 12: 29

City Clerk  
Room 103 City County Building  
210 Martin Luther King, Jr. Boulevard  
Madison, WI 53703-3340

In the interest of complying with the new lobbyist registration ordinance created  
by the City of Madison Common Council:

I, **JOSEPH FREED AND ASSOCIATES LLC**, hereby authorize **Michael  
Schmidt** from **Arnold & O'Sheridan, Inc.** to lobby various staff and elected officials  
for the City of Madison for the purposes of **HILDALE SHOPPING CENTER PUD**,  
702 Midvale Boulevard, Madison, Wisconsin 53705.

  
(Signature of Company Representative)

4.26.05  
(Date)

CC: City Clerk  
Arnold & O'Sheridan, Inc.

JOSEPH FREED AND ASSOCIATES LLC

RECEIVED-CITY OF MADISON  
CLERKS OFFICE

05 APR 28 PM 12: 29

City Clerk  
Room 103 City County Building  
210 Martin Luther King, Jr. Boulevard  
Madison, WI 53703-3340

In the interest of complying with the new lobbyist registration ordinance created  
by the City of Madison Common Council:

I, **JOSEPH FREED AND ASSOCIATES LLC**, hereby authorize **Michael  
Bridwell and Thomas Lynch** from **Strand Associates, Inc.** to lobby various staff and  
elected officials for the City of Madison for the purposes of **HILDALE SHOPPING  
CENTER PUD**, 702 Midvale Boulevard, Madison, Wisconsin 53705.

  
\_\_\_\_\_  
(Signature of Company Representative)

4.26.05  
\_\_\_\_\_  
(Date)

CC: City Clerk  
Strand Associates, Inc.

JOSEPH FREED AND ASSOCIATES LLC

RECEIVED-CITY OF MADISON  
CLERKS OFFICE

05 APR 28 PM 12: 29

City Clerk  
Room 103 City County Building  
210 Martin Luther King, Jr. Boulevard  
Madison, WI 53703-3340

In the interest of complying with the new lobbyist registration ordinance created  
by the City of Madison Common Council:

I, **JOSEPH FREED AND ASSOCIATES LLC**, hereby authorize **Mark  
Schmitz and Melanie Krantz** from **ZD Studios, Inc.** to lobby various staff and elected  
officials for the City of Madison for the purposes of **HILLDALE SHOPPING  
CENTER PUD**, 702 Midvale Boulevard, Madison, Wisconsin 53705.



(Signature of Company Representative)

4.26.05

(Date)

CC: City Clerk  
ZD Studios, Inc.

JOSEPH FREED AND ASSOCIATES LLC

RECEIVED-CITY OF MADISON  
CLERKS OFFICE

05 APR 28 PM 12: 29

City Clerk  
Room 103 City County Building  
210 Martin Luther King, Jr. Boulevard  
Madison, WI 53703-3340

In the interest of complying with the new lobbyist registration ordinance created  
by the City of Madison Common Council:

I, **JOSEPH FREED AND ASSOCIATES LLC**, hereby authorize **Michael  
Clark** from **Bray Associates Architects, Inc.** to lobby various staff and elected officials  
for the City of Madison for the purposes of **HILDALE SHOPPING CENTER PUD**,  
702 Midvale Boulevard, Madison, Wisconsin 53705.



(Signature of Company Representative)

4.26.05

(Date)

CC: City Clerk  
Bray Associates Architects, Inc.

JOSEPH FREED AND ASSOCIATES LLC

RECEIVED-CITY OF MADISON  
CLERKS OFFICE

05 APR 28 PM 12: 29

City Clerk  
Room 103 City County Building  
210 Martin Luther King, Jr. Boulevard  
Madison, WI 53703-3340

In the interest of complying with the new lobbyist registration ordinance created  
by the City of Madison Common Council:

I, **JOSEPH FREED AND ASSOCIATES LLC** hereby authorize **Ken Saiki** and  
**Michael Sturm** from **Ken Saiki Design, Inc.** to lobby various staff and elected officials  
for the City of Madison for the purposes of **HILLDALE SHOPPING CENTER PUD**,  
702 Midvale Boulevard, Madison, Wisconsin 53705.



(Signature of Company Representative)

4-26-05

(Date)

CC: City Clerk  
Ken Saiki Design, Inc.