

REGISTRATION OF PRINCIPAL  
EMPLOYING A LOBBYIST  
For Use in 2005

05 JAN 12 PM 12:24

Return to Office of the City Clerk, 210 Martin Luther King Jr. Blvd., Room 103, Madison, WI 53703-3342

**Section I - Identification of Principal**  
**"Principal" means any person who employees a lobbyist**Veridian Homes, LLC

Name of Principal

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

Foltman

Last Name

Gail

First Name

Administrative Asst. Land

Title

6801 South Towne Drive

Mailing Address

Madison

City

WI

State

53713

Zip Code

Business Address (if different)

608-226-3100

Contact Phone

608-223-0439

Contact Fax

gfoltman@veridianhomes.com

Contact E-mail Address

Veridianhomes.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**

Real Estate development and residential construction

Describe the business activity in which the entity is engaged

Chief Executive Officer: Rosenberg Jeffrey CEO  
Last First Title

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

SOLE MEMBER: Veridian Holdings, 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:

Veridian Homes, LLC is likely to be involved in matters such as PUD and plat approvals and changes or development or ordinances and policies regarding residential development and construction including, but not limited to, zoning ordinances.

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: Inclusionary Zoning Ordinance

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

This item will require a percentage of new homes built in Madison to be sold at a restricted price. This will affect the principal's ability to make a profit on new development in Madison unless the principal is provided cost offsets by the City.

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

Developers of residential subdivisions and builders of new homes in Madison

c. If the item is 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. Item: Various preliminary and final plats and rezoning requests related to residential subdivisions of the principal

a. Affects the principals ability to continue developing residential subdivision within Madison

b. Developers of residential subdivisions and builders of new homes in Madison.

3. Item: Various zoning ordinance changes

a. Affects the principals ability to continue developing residential subdivision within Madison

If lobbying communication relates to the capital or operating budget, identify topic or topics

**CAPITAL BUDGET**

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Topic

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Topic

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Topic

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Topic

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Topic

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Topic

**OPERATING BUDGET**

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Topic

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Topic

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Topic

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Topic

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Topic

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Topic

Section IV – Authorization of Lobbyists

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

Lobbyist's Name: Michael Putman

Mailing Address: 6801 South Town Drive Madison WI 53713  
Address City State Zip Code

Phone No: (608) 226-3100

Indicate if:  Contract Lobbyists or  Employee

Lobbyist's Name: Donald A. Esposito, Jr.

Mailing Address: 6801 South Towne Drive Madison WI 53713  
Address City State Zip Code

Phone No: (608) 226-3100

Indicate if:  Contract Lobbyists or  Employee

Lobbyist's Name: Jeffrey S. Rosenberg

Mailing Address: 6801 South Towne Drive Madison WI 53713  
Address City State Zip Code

Phone No: (608) 226-3100

Indicate if:  Contract Lobbyists or  Employee

Lobbyist's Name: David P. Simon

Mailing Address: 6801 South Towne Drive Madison WI 53713  
Address City State Zip Code

Phone No: (608) 226-3100

Indicate if:  Contract Lobbyists or  Employee

**Section V – Authorized Signer**

1. Name: Jeffrey S. Rosenberg  
Position or Relationship to Principal: CEO

2. Name: David P. Simon  
Position or Relationship to Principal: President

3. Name: Donald A. Esposito, Jr.  
Position or Relationship to Principal: Assistant Secretary

4. Name: Jeffrey Simon  
Position or Relationship to Principal: Vice President

Section IV – Authorization of Lobbyists

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

Lobbyist's Name: Lew Kollmansberger

Mailing Address 6501 Watts Road Madison WI 53719-2700  
Address City State Zip Code

Phone No: (608) 273-6380

Indicate if:  Contract Lobbyists or  Employee

Lobbyist's Name: Rodney Zubella

Mailing Address 6200 Mineral Point Road Madison WI 53705  
Address City State Zip Code

Phone No: (608) 233-5800

Indicate if:  Contract Lobbyists or  Employee

Lobbyist's Name: Aaron Otto

Mailing Address 6200 Mineral Point Road Madison WI 53705  
Address City State Zip Code

Phone No: (608) 233-5800

Indicate if:  Contract Lobbyists or  Employee

Lobbyist's Name: Daniel Day

Mailing Address 7530 Westward Way Madison WI 53717  
Address City State Zip Code

Phone No: (608) 833-7530

Indicate if:  Contract Lobbyists or  Employee

Section IV - Authorization of Lobbyists

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

Lobbyist's Name: Thomas Wordell

Mailing Address 6601 Grand Teton Plaza Madison WI 53719  
Address City State Zip Code

Phone No: (608) 833-7373

Indicate if:  Contract Lobbyists or  Employee

Lobbyist's Name: Brian Munson

Mailing Address 120 East Lakeside St Madisons WI 53715  
Address City State Zip Code

Phone No: (608) 223-2600

Indicate if:  Contract Lobbyists or  Employee

Lobbyist's Name: Daniel Brinkman

Mailing Address 2800 Royal Avenue Madison WI 53713  
Address City State Zip Code

Phone No: (608) 223-2600

Indicate if:  Contract Lobbyists or  Employee

Lobbyist's Name: Buck Sweeney

PO Box 1806  
Mailing Address One South Pinckney Way Madison WI 53701-1806  
Address City State Zip Code

Phone No: (608) 257-3501

Indicate if:  Contract Lobbyists or  Employee

Section IV - Authorization of Lobbyists

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

Lobbyist's Name: William White

PO Box 1806  
Mailing Address One South Pinckney Way Madison WI 53701-1806  
Address City State Zip Code

Phone No: (608) 257-3501

Indicate if:  Contract Lobbyists or  Employee

Lobbyist's Name: Roger Guest

Mailing Address 6801 South Towne Drive Madison WI 53713  
Address City State Zip Code

Phone No: (608) 226-3100

Indicate if:  Contract Lobbyists or  Employee

Lobbyist's Name: Ken Saiki

Mailing Address 303 S. Patterson Suite One Madison WI 53703  
Address City State Zip Code

Phone No: (608) 251-3600

Indicate if:  Contract Lobbyists or  Employee

Lobbyist's Name: Richard Slayton

Mailing Address 303 S. Patterson Suite One Madison WI 53703  
Address City State Zip Code

Phone No: (608) 251-3600

Indicate if:  Contract Lobbyists or  Employee

Section IV -- Authorization of Lobbyists

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

Lobbyist's Name: Linda Bochard

PO Box 1806

Mailing Address One South Pinckney Way Madison WI 53701-1806  
Address City State Zip Code

Phone No: (608) 257-3501

Indicate if:  Contract Lobbyists or  Employee

Lobbyist's Name: Christa Eiler

PO Box 1806

Mailing Address One South Pinckney Way Madison WI 53701-1806  
Address City State Zip Code

Phone No: (608) 257-3501

Indicate if:  Contract Lobbyists or  Employee

Lobbyist's Name: William Suick

Mailing Address 7530 Westward Way Madison WI 53717  
Address City State Zip Code

Phone No: (608) 833-7530

Indicate if:  Contract Lobbyists or  Employee

Lobbyist's Name: Perry Rossa

Mailing Address 6501 Watts Road Madison WI 53719-2700  
Address City State Zip Code

Phone No: (608) 273-6380

Indicate if:  Contract Lobbyists or  Employee

Section IV - Authorization of Lobbyists

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

Lobbyist's Name: Roger Schneeburger

Mailing Address 6501 Watts Road Madison WI 53719-2700  
Address City State Zip Code

Phone No: (608) 273-6380

Indicate if:  Contract Lobbyists or  Employee

Lobbyist's Name: Howard Licht

Mailing Address 6601 Grand Teton Plaza Madison WI 53719  
Address City State Zip Code

Phone No: (608) 833-7373

Indicate if:  Contract Lobbyists or  Employee

Lobbyist's Name: Gerard Rewolinski

Mailing Address 1111 Deming Way Madison WI 53717  
Address City State Zip Code

Phone No: (608) 821-8500

Indicate if:  Contract Lobbyists or  Employee

Lobbyist's Name: Kristopher Krause

Mailing Address 744 Heartland Trail Madison WI 53717-1934  
Address City State Zip Code

Phone No: (608) 831-4444

Indicate if:  Contract Lobbyists or  Employee

Section IV - Authorization of Lobbyists

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

Lobbyist's Name: William Biesmann

Mailing Address 6200 Mineral Point Road Madison WI 53717-1934  
Address City State Zip Code

Phone No: (608) 233-5800

Indicate if:  Contract Lobbyists or  Employee

Lobbyist's Name: Christopher Gallagher

Mailing Address 333 East Chicago Street Milwaukee WI 53202  
Address City State Zip Code

Phone No: (608) 271-5350

Indicate if:  Contract Lobbyists or  Employee

Lobbyist's Name: William Rusk

Mailing Address 333 East Chicago Street Milwaukee WI 53202  
Address City State Zip Code

Phone No: (608) 271-5350

Indicate if:  Contract Lobbyists or  Employee

Lobbyist's Name: Joseph Lee

Mailing Address 333 East Chicago Street Milwaukee WI 53202  
Address City State Zip Code

Phone No: (414) 271-5350

Indicate if:  Contract Lobbyists or  Employee

Section IV – Authorization of Lobbyists

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

Lobbyist's Name: Kay Millonzi

Mailing Address 1104 Mills Street Black Earth WI 53515  
Address City State Zip Code

Phone No: (608) 767-1505

Indicate if:  Contract Lobbyists or  Employee

Lobbyist's Name: Gregory Paradise

Mailing Address 20 N. Carroll Madison WI 53703  
Address City State Zip Code

Phone No: (608) 256-1978

Indicate if:  Contract Lobbyists or  Employee

**Section IV-- 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 I am subject to forfeiture if I know or believe any of the above information not to be true.

Signature

Jeffrey S. Rosenberg  
Type or print name as signed above

Title

Date

*President*

*1/1/05*

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  
To sign documents submitted to the City Clerk by the organization principal.

Subscribed before me on this 11th day of January, 2005

Notary

*Gail Saltman*

Commission expires: 2/25/07

