

REGISTRATION OF LOBBYIST

For Use In 2006

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

Section 1 -- Identification of Lobbyist

"Lobbyist" means any person paid to influence administrative or legislative action.

Gottschalk Last Name Rob First Name _____ Title

120 East Lakeside Street
Mailing Address

Madison City WI State 53715 Zip Code

Business Address (if different)

608-255-3988
Contact Phone

608-255-0814 Contact FAX rgottschalk@vandewalle.com Contact E-mail Address

www.vandewalle.com
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

Other Not for Profit

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:

See attached Appendix A.

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: Activities planned/proposed in the East Isthmus Corridor; stormwater management projects related to WCCF project; utility infrastructure improvements and other related matters; no other specific items presently known.
- 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

OPERATING BUDGET

_____ topic	_____ topic
_____ topic	_____ topic
_____ topic	_____ topic
_____ topic	_____ topic
_____ topic	_____ topic
_____ topic	_____ topic

Section IV - Authorization of Lobbyists

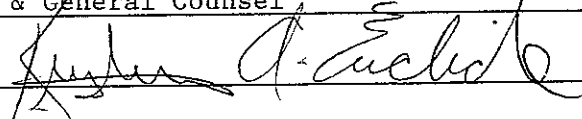
As a designated representative of the Principal, the Lobbyist named above is hereby authorized to lobby on behalf of the Principal.

- The lobbyist is an employee of the Principal.
- The lobbyist is also authorized to file expense reports or other filings on behalf of the Principal.

Dated: 12/23/05

Name: Kristine Euclide

Position: VP & General Counsel

Signature: 

APPENDIX A

Section II - Nature and Interest of Principal

Check one of the following and complete only that section:

Business Entity (Describe the business activity in which the entity is engaged)

MGE is a public utility operating under a franchise agreement with the City of Madison and state law and under the regulation of the Public Service Commission of Wisconsin. It generates and distributes electricity and purchases and distributes natural gas to approximately 134,000 customers in Dane County and surrounding areas. MGE has served the Madison area since 1896.

Chief Executive Officer: Gary J. Wolter, Chairman, President and Chief Executive Officer

Section III - Areas of Lobbying

Provide a reasonably specific narrative summary of areas of legislative and administrative action the principal may attempt to influence:

In the course of MGE's daily operations as a regulated utility, MGE will speak with City officials regarding stormwater management and construction work on streets that are at or near MGE facilities. MGE will also discuss with the Mayor's office and Planning and Zoning Department issues regarding the development in or near MGE facilities and especially in the east isthmus and downtown area. MGE will also discuss the purchase or sale of real estate interests in the Madison area. MGE will also discuss various environmental issues.

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

Agencies listed below:

1. City Traffic and Engineering
2. Mayor's office
3. Planning and Zoning Department
4. Commission on the Environment
5. Others

Section V -- 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.

On Behalf of Lobbyist:


Signature

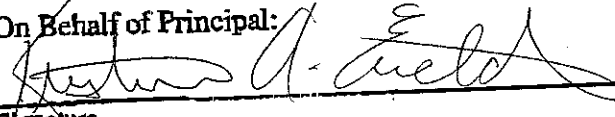
Project Mgr / Principal
Title

Rob Gottschalk
Type or print name as signed above

12.21.05
Date

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

On Behalf of Principal:


Signature

General Counsel
Title

Kristine Euclide
Type or print name as signed above

12/23/05
Date

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