

REGISTRATION OF A LOBBYIST
For Use in 2006 7

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

Section I -- Identification of "Lobbyist" means any person paid to influence administrative or legislative action..

Putman
Last Name

Michael
First Name

Community Builder
Title

6801 South Towne Drive
Mailing Address

Madison
City

WI
State

53713
Zip Code

Business Address (if different)

608-226-3100
Contact Phone

Contact Fax

mputman@veridianhomes.com
Contact E-mail Address

Veridianhomes.com
Principal's Internet Address

Person to whom correspondence should be sent (if different from above).

Foltman
Last Name

Gail
First Name

Veridian Homes, LLC
Firm or Organization Name

6801 South Towne Drive
Mailing Address

Madison
City

WI
State

53713
Zip Code

(608) 226-3152
Phone

(608) 223-7824
Fax

gfoltman@veridianhomes.com
E-mail Address

Section II -- Nature and Interest of Principal

Veridian Homes, LLC

Name of Principal

Designated Representative of Principal:

| | | |
|------------------|----------------|------------|
| <u>Rosenberg</u> | <u>Jeffrey</u> | <u>CEO</u> |
| Last Name | First Name | Title |

6801 South Towne Drive
Mailing Address

| | | |
|----------------|-----------|--------------|
| <u>Madison</u> | <u>WI</u> | <u>53713</u> |
| City | State | Zip Code |

Business Address (if different)

608-226-3100
Contact Phone

| | |
|---------------------|------------------------------------|
| <u>608-223-0439</u> | <u>rosenberg@veridianhomes.com</u> |
| Contact Fax | Contact E-mail Address |

Veridianhomes.com
Principal's Internet Address

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: | <u>Rosenberg</u> | <u>Jeffrey</u> | <u>CEO</u> |
| | 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. 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.

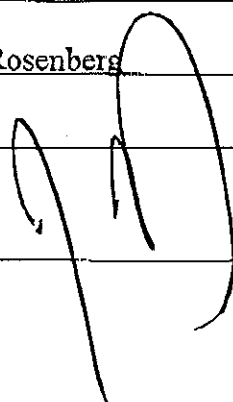
- The lobbyist is an employee of the Principal
- The lobbyist is also authorized to file expense reports or other filings on behalf of the Principal.

Dated: December 12, 2006

Name: Jeffrey S. Rosenberg

Position: CEO

Signature:



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 forfeiture if I know or believe any of the above information may not be true.

On Behalf of Lobbyist:

Michael Putman

Signature

Michael Putman

12/12/06

Type or print name as signed above

Date

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

On Behalf of Principal:

Jeffrey S. Rosenberg

Signature:

Title: CEO

Jeffrey S. Rosenberg

12/12/06

Type or print name as signed above

Date

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

Additional Items

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.

Item: Various zoning ordinance changes.

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