

**CITY OF MADISON
Principal's Expense Statement**

Reporting Period: January 1 through June 30
July 1 through December 31

Filing Deadline, Indicate Half-Year:

July 31
 January 31

Veridian Homes, LLC
Name of Principal (608) 226-3100
Phone No.

6801 South Towne Drive, Madison, WI 53713
Address

Jeffrey S. Rosenberg
Name of Lobbyist (608) 226-3097
Lobbyist Phone No.

Name of Lobbyist Lobbyist Phone No.

Total lobbying expenditures and obligations did not exceed \$1,000. (If so, proceed directly to Certification.)

Total lobbying expenditures and obligations incurred exceeded \$1,000. \$ 1,850

Is this amount an estimate under Sec. 2.40 (10) (b) MGO? Yes No

Disclosure of Lobbying Communications

* These City Officials attended the same meeting and was included in the lobbyists expenditures as a single contact.

Date	City Official	Number of Contacts	Subject of Each Contact	Lobbyist
7/1/08 - 12/31/08	Alder Brenda Konkel	25	Inclusionary Zoning (IZ) for 1000 Oaks	Jeffrey S. Rosenberg
8/5/08, 11/7/08	Mayor Dave Cieslewicz *	2	NE Neighborhood Plan & 1000 Oaks IZ	Jeffrey S. Rosenberg
8/5/08	Brad Murphy *	1	NE Neighborhood Plan	Jeffrey S. Rosenberg
8/5/08	Ray Harmon *	1	NE Neighborhood Plan	Jeffrey S. Rosenberg

See Page 2 to List Additional Disclosures

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 authorized designee. I understand that if I know or believe any of the above information not to be true, I am subject to a forfeiture of \$1,000 or more.

Signature President, Land Acquisition & Development
Title

Jeffrey S. Rosenberg
Type or print name

1/26/09
Date

REGISTRATION OF LOBBYIST

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.

ROSENBERG Last Name JEFFREY First Name CEO Title

6801 SOUTH TOWNE DRIVE Mailing Address

MADISON City WI State 53713 Zip Code

Business Address (if different)

(608) 226-3100 Contact Phone

(608) 223-7824 Contact FAX Contact E-mail Address

Internet Address

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

FOLTMAN Last Name GAIL First Name

VERIDIAN HOMES 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:

FOLTMAN Last Name GAIL First Name LEGAL ASSISTANT Title

6801 SOUTH TOWNE DRIVE Mailing Address

MADISON City WI State 53713 Zip Code

Business Address (if different)

(608) 226-3152 Contact Phone gfoltman@veridianhomes.com Contact E-mail Address

(608) 223-7842 Contact FAX www.veridianhomes.com Internet 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
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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

OPERATING BUDGET

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

Topic

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: ROGER GUEST

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 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: [X] 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: [X] 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: [X] 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: [X] 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: Roger Schneeburger

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

Phone No: (608) 273-6380
Indicate if: [X] 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: [X] 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: [X] 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: [X] 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 - 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: 1-1-08

Name: JEFFREY S. ROSENBERG

Position: CEO

Signature: [Handwritten 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 a forfeiture if I know or believe any of the above information not to be true.

On Behalf of Lobbyist:

[Handwritten Signature] CEO
 Signature Title

JEFFREY S. ROSENBERG 1-1-08
 Type or print name as signed above Date

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

On Behalf of Principal:

 Signature Title

 Type or print name as signed above Date

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