

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.

Farrell James SVP Development
Last Name First Name Title
33 South State Street, Suite 400
Mailing Address
Chicago IL 60603
City State Zip Code

Business Address (if different)
(312) 675 5500
Contact Phone
(312) 675 5555 jfarrell@jfreed.com
Contact FAX Contact E-mail Address
www.josephfreed.com
Internet Address

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

Harder Dennis
Last Name First Name
Joseph Freed and Associates, LLC
Firm or Organization Name
33 South State Street, Suite 400
Mailing Address
Chicago IL 60603
City State Zip Code
(312) 675 5500 (312) 675 5555 dharder@jfreed.com
Phone FAX E-mail Address

Section II -- Nature and Interest of Principal

Joseph Freed and Associates, LLC
Name of Principal

Designated Representative of Principal:

Farrell James SVP Development
Last Name First Name Title
33 South State Street, Suite 400
Mailing Address
Chicago IL 60603
City State Zip Code

Business Address (if different)
(312) 675 5500 jfarrell@jfreed.com
Contact Phone Contact E-mail Address
(312) 675 5555 www.josephfreed.com
Contact FAX Internet Address

Check one of the following and complete only that section:



Business Entity

Real Estate development, ownership and management
Describe the business activity in which the entity is engaged

Chief Executive Officer: _____
Last First Title

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



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

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:

City agencies, elected officials and staff for matters to obtain approvals necessary for development and redevelopment of certain real estate properties in Madison.

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: Hilldale PUD

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

Allows for redevelopment approvals of real estate property

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

Real Estate development

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: _____

Name: _____

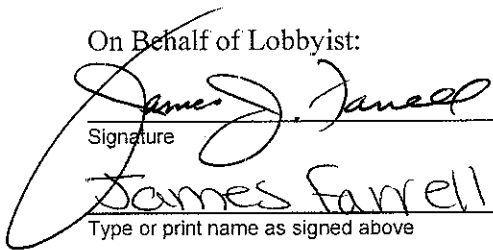
Position: _____

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:

 _____ Signature	SVP - Development _____ Title
James Farrell _____ Type or print name as signed above	1/30/09 _____ Date

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

On Behalf of Principal:

_____ Signature	Sr. VP Development Services _____ Title
Dennis Harder _____ Type or print name as signed above	1/30/09 _____ Date

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