



Check one of the following and complete only that section:

**Business Entity**

Real estate development, architectural design and urban planning  
Describe the business activity in which the entity is engaged

Chief Executive Officer: Alexander Randall CEO  
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:

The Principal may attempt to influence administrative and legislative actions pertaining to City of Madison real estate development policies and actions specific to developments, projects and designs specifically

Proposed by Principal and Principal's employees.

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

- All     
  None     
  Agencies listed below

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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: GDP/SIP/PUD Approval for Findorff Yards

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

This will create more development work for the Principal.

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

Action on this item will affect the real estate and  
construction segments of the Principal's business.

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.

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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
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: 12/18/2008

Name: Joseph Alexander


Position: President

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:

 Development Project Manager  
Signature Title

Matthew Meier 12/18/2008  
Type or print name as signed above Date

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

On Behalf of Principal:  
 President  
Signature Title

Joseph Alexander 12/18/2008  
Type or print name as signed above Date

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