

Section II -- Nature and Interest of Principal

Erdman Holdings, Inc. & Erdman Development Group, LLC

Name of Principal

Designated Representative of Principal: Senior Vice President-Erdman Holdings, Inc.

Sholts Jerry President-Erdman Development Group, LLC

Last Name First Name Title

5117 University Avenue

Mailing Address

Madison

WI

53705

City

State

Zip Code

PO BOX 5180

Business Address (if different)

608.218-6464

Contact Phone

jsholts@erdmanholdings.com

Contact E-mail Address

Check one of the following and complete only that section:

Business Entity

Project Design, Entitlement, Construction for Whitney Way/University Avenue redevelopment project.

Describe the business activity in which the entity is engaged

Chief Executive Officer:

Erdman

Timothy

Last Name

First Name

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 Name

First Name

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:

The Erdman Development Group project is focused on the development of the Whitney Way/ University Avenue Property. Activities include neighborhood facilitation and project entitlement covering the development of PUD and plat approvals necessary for the approval of the project

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: Project Entitlement/Facilitation
 - 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 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

Topic

Topic

Topic

Topic

Topic

Topic

OPERATING BUDGET

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 Employee of Erdman Holdings, Inc. & officer of Erdman Development Group, LLC.
- The lobbyist is also authorized to file expense reports or other filings on behalf of the Principal.

Dated: May 3, 2010

Name: Jerry Sholts

Signature: 

