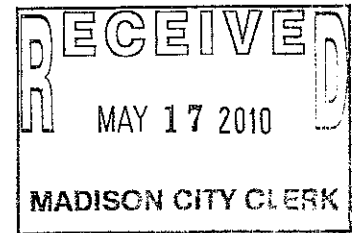


REGISTRATION LOBBYIST  
FOR USE IN 2010



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.**

Munson Brian Principal  
Last Name First Name Title

120 East Lakeside Street  
Mailing Address

Madison WI 53715  
City State Zip Code

Business Address (if different)

(608) 255-3988 bmunson@vandewalle.com  
Contact Phone Contact E-mail Address

(608) 255-0814 www.vandewalle.com  
Contact Fax Internet Address

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

\_\_\_\_\_  
Last Name First Name Title

\_\_\_\_\_  
Firm or Organization Name

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
City State Zip Code

\_\_\_\_\_  
Contact Phone Contact E-mail Address

\_\_\_\_\_  
Contact Fax Internet Address

**Section II -- Nature and Interest of Principal**

Erdman Holdings, Inc. & Erdman Real Estate Holdings, LLC

Name of Principal

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

Sholts                      Jerry  
Last Name                      First Name                      Title

5117 University Ave.  
Mailing Address

Madison                      WI                      53705  
City                      State                      Zip Code

Business Address (if different)

608.836-6464                      jsholts@erdmanholdings.com  
Contact Phone                      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:

Sholts                      Jerry  
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:

Erdman                      Timothy  
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  
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Topic

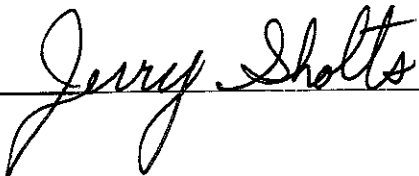
Section IV – Authorization of Lobbyists

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: May 3, 2010 \_\_\_\_\_

Name: Jerry Sholts \_\_\_\_\_

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:



Signature

Brian Munson

May 3, 2010

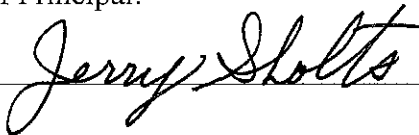
Type or print name as signed above

Date

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

On Behalf of Principal:

Signature:



Jerry Sholts

May 3, 2010

Type or print name as signed above

Date

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