

# 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.

Last Name O'Neil First Name Thomas Title Real Estate Associate  
Mailing Address 5938 852nd Avenue  
City Colfax State WI Zip Code 54730  
Business Address (if different) 5101 Menard Drive, Eau Claire, WI 54703  
Contact Phone (715) 876-2810 Contact E-mail Address toneil@menard-inc.com  
Contact FAX (715) 876-2743

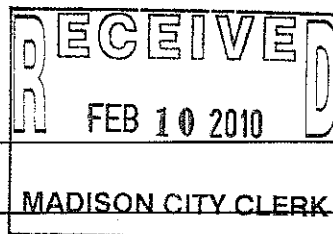
Internet Address

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

Last Name

First Name

Firm or Organization Name



Mailing Address

City

State

Zip Code

Phone

FAX

E-mail Address

## Section II -- Nature and Interest of Principal

Name of Principal Menard, Inc.

Designated Representative of Principal:

Last Name Berg First Name Theron Title Real Estate Manager  
Mailing Address 5101 Menard Drive, Eau Claire, WI 54703  
City Eau Claire State WI Zip Code 54703

Business Address (if different)

Contact Phone (715) 876-2391  
(715) 876-2743

Contact E-mail Address tberg@menard-inc.com

Contact FAX

Internet Address

Check one of the following and complete only that section:



**Business Entity**

*Home Improvement Retailer*

Describe the business activity in which the entity is engaged

Chief Executive Officer: Menard John 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:

*Working with departmental staff on Minor Amendment to CUP Approvals and a new C.S.M. for our Commerce Drive location on Madison's west side.*

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: Minor Amendment to CUP and revised C.S.M. approvals

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

It will enable us to incorporate the vacant Circuit City into our Menards store operations

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

Retail

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.

N/A

For additional items, attach additional sheets.

2. If lobbying communication relates to the capital or operating budget, identify topic or topics.

**CAPITAL BUDGET**

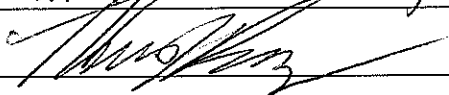
**OPERATING BUDGET**

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**Section IV - Authorization of Lobbyists**

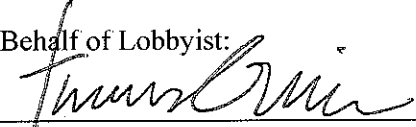
As a designated representative of the Principal, the Lobbyist named above is hereby authorized to lobby on behalf of the Principal.

- 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.

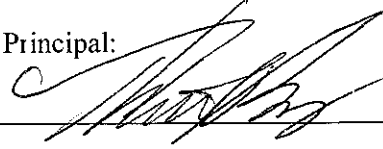
Dated: February 5, 2010  
Name: Theron Berg  
Position: Real Estate Manager  
Signature: 

**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:  
 Real Estate Associate  
Signature Title  
Thomas O'Neil February 5, 2010  
Type or print name as signed above Date

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

On Behalf of Principal:  
 Real Estate Manager  
Signature Title  
Theron Berg February 5, 2010  
Type or print name as signed above Date

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