



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

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

Name of Principal

Designated Representative of Principal: Sholts Jerry Senior Vice President-Erdman Holdings, Inc. President-Erdman Real Estate Holdings, 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 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:  
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	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 Employee & Officer of Erdman Holdings, Inc and officer of Erdman Real Estate Holdings, 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: 

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.

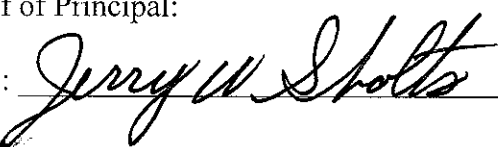
On Behalf of Lobbyist:

Signature  5-10-10

Jon J. Snowden 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 Shotts May 3, 2010  
Type or print name as signed above Date

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