



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 SEGULIN First Name PAUL Title _____
Mailing Address 121 STANDISH Ct.

City MILWAUKEE State WI Zip Code 53701

Business Address (if different) _____
Contact Phone 608-770-0947

Contact FAX _____ Contact E-mail Address _____

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 APEX PROPERTY MANAGEMENT INC

Designated Representative of Principal:

Last Name BOGREN First Name BRUCE Title CHAIR

Mailing Address 1741 Commerce Ave

City MADISON State WI Zip Code 53704

Business Address (if different) _____
Contact Phone 608-255-3753

Contact FAX 608-255-5661 Contact E-mail Address _____

Internet Address _____

Check one of the following and complete only that section:

Business Entity

Property Management
Describe the business activity in which the entity is engaged

Chief Executive Officer: BOSBON Bruce Chair
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:

Property DEVELOPMENT

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: Zoning

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

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

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.
/

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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|-------|
| topic |
| topic |
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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: 1/27/10

Name: Bruce Bosben

Position: CHAIRMAN

X Signature: Bruce Bosben

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:

Paul R. Soglin
Signature _____ Title _____

PAUL R SOGLIN 1/29/10
Type or print name as signed above Date

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

On Behalf of Principal:

X Bruce Bosben
Signature _____ Title CEO

BRUCE BOSBEN 1/29/10
Type or print name as signed above Date

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