

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**

**“Lobbyist” means any person paid to influence administrative or legislative action.**

Simon David  
Last Name First Name Title

6801 South Towne Drive  
Mailing Address

Madison WI 53713  
City State Zip Code

Business Address (if different)

(608) 226-3100 dsimon@veridianhomes.com  
Contact Phone Contact E-mail Address

(608) 226-0600 www.veridianhomes.com  
Contact Fax Internet Address

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

Christensen Angie Executive Assistant  
Last Name First Name Title

Veridian Homes, LLC  
Firm or Organization Name

6801 South Towne Drive  
Mailing Address

Madison WI 53713  
City State Zip Code

(608) 226-3097 achristensen@veridianhomes.com  
Contact Phone Contact E-mail Address

(608) 223-7809 www.veridianhomes.com  
Contact Fax Internet Address

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

Veridian Homes, Inc.

Name of Principal

Designated Representative of Principal:

Esposito, Jr.

Donald A.

Assistant Secretary

Last Name

First Name

Title

6801 South Towne Drive

Mailing Address

Madison

WI

53713

City

State

Zip Code

Business Address (if different)

608.226.3100

Contact Phone

desposito@veridianhomes.com

Contact E-mail Address

Check one of the following and complete only that section:

**Business Entity**

Real Estate Development and Residential Construction

Describe the business activity in which the entity is engaged

Chief Executive Officer:

Rosenberg

Jeff

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.

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:

Veridian Homes is likely to be involved in matters such as PUD and plat approvals and changes or development or ordinances and policies regarding residential development and construction including, but not limited to, zoning ordinances.

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: \_\_\_\_\_
  - 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.

1. Item: Various preliminary and final plats and rezoning requests related to residential subdivisions of the principal.
  - a. Affects the principals ability to continue developing residential subdivision within Madison.
  - b. Developers of residential subdivisions and builders of new homes in Madison.
2. Item: Various zoning ordinance changes
  - a. Affects the principals ability to continue developing residential subdivision within Madison.

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 lobbyists is an employee of the Principal
- The lobbyist is also authorized to file expense reports or other filings on behalf of the Principal.

Dated: January 14, 2010

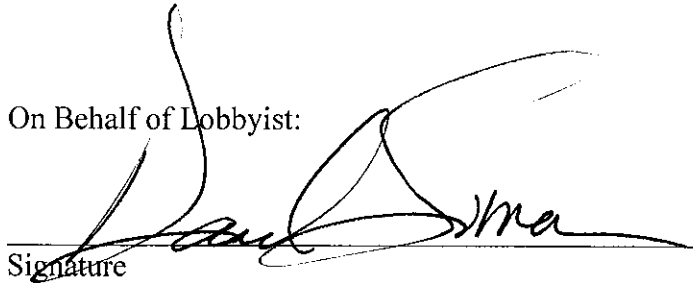
Name: Donald A. Esposito, Jr. Assistant Secretary

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

David Simon

Type or print name as signed above

January 14, 2010

Date

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

On Behalf of Principal:

Signature: 

Donald A. Esposito, Jr. Assistant Secretary

Type or print name as signed above

January 14, 2010

Date

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