

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.

White William Attorney
Last Name First Name Title
Michael Best & Friedrich LLP, P.O. Box 1806
Mailing Address
Madison WI 53701
City State Zip Code
Business Address (if different)
(608) 257-3501, ext. 22246
Contact Phone
(608) 283-2275 wfwhite@michaelbest.com
Contact FAX Contact E-mail Address
www.michaelbest.com
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

General Capital

Name of Principal

Designated Representative of Principal:

Weiss Michael President
Last Name First Name Title
6938 N. Santa Monica Blvd.
Mailing Address
Milwaukee WI 53217
City State Zip Code
Business Address (if different)
(414) 228-3505 michael@generalcapitalgroup.com
Contact Phone Contact E-mail Address
(414) 228-3700 www.generalcapitalgroup.com
Contact FAX Internet Address

Check one of the following and complete only that section:

Business Entity

real estate development

Describe the business activity in which the entity is engaged

Chief Executive Officer: _____
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:

The Principal may attempt to influence administrative and legislative actions pertaining to the City of Madison's real estate development policies and actions specific to developments, projects and designs specifically proposed by the Principal.

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: Development, zoning and financing issues including but not limited to a project located at Sprecher and Cottage Grove Roads in the City of Madison.
- a. How will this item affect the principal's business or other activity?
Implementation of development plans.
- b. Which industry, trade, profession or segment or portion thereof would be principally affected?
Real Estate & Construction
- 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

topic	topic
topic	topic
topic	topic
topic	topic
topic	topic
topic	topic

Section IV - Authorization of Lobbyists

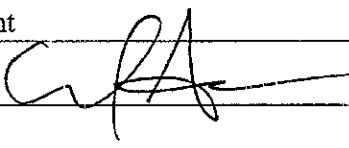
As a designated representative of the Principal, the Lobbyist named above is hereby authorized to lobby on behalf of the Principal.

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

Dated: 10/21/09

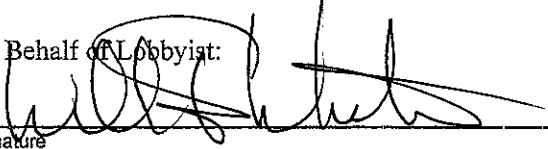
Name: Michael Weiss

Position: President

Signature: 

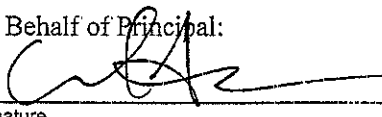
Section V -- Certification

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: 
Signature _____ Attorney _____
Title _____

William F. White 10/22/09
Type or print name as signed above Date

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

On Behalf of Principal: 
Signature _____ President _____
Title _____

Michael Weiss 10/21/09
Type or print name as signed above Date

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