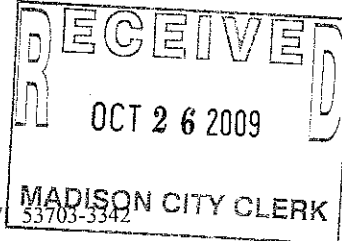


REGISTRATION OF LOBBYIST

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

Madison Alcohol Advisory Council, Inc.		
_____ Name of Principal		
Designated Representative of Principal:		
Wittenwyler	Mike	Secretary and Treasurer
_____ Last Name	_____ First Name	_____ Title
One E. Main Street, Suite 500		
Mailing Address		
Madison	WI	53703
_____ City	_____ State	_____ Zip Code
Business Address (if different)		
(608) 257-3911		
_____ Contact Phone		
(608) 257-0609	wittenwyler@gklaw.com	
_____ Contact FAX	_____ Contact E-mail Address	
_____ Internet Address		

Check one of the following and complete only that section:

Business Entity

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

Provides assistance to local public officials and other community leaders in finding effective solutions to alcohol related issues facing the City of Madison community.

Describe the industry trade or profession including any segment thereof which the association exclusively or primarily represents

Chief Executive Officer: Wittenwyler Mike Secretary and Treasurer
Last First Title

Approximate number of members: 12

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 regulation of alcohol sales and consumption.

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: Legislative Action: The addition of conditions to issuances of liquor licenses.
- a. How will this item affect the principal's business or other activity?
Reduction of gross sales to members' businesses
- b. Which industry, trade, profession or segment or portion thereof would be principally affected?
Retail establishments selling alcohol.
- 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: 10/25/09

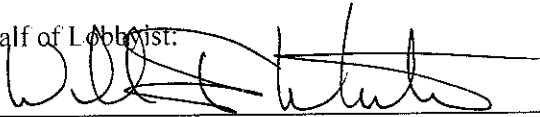
Name: Mike B. Wittenwyler, Esq.

Position: Secretary and Treasurer

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.

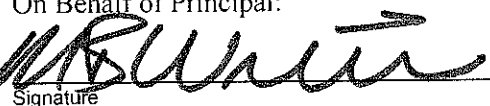
On Behalf of Lobbyist:  Attorney

Signature Title

William F. White 10-26-09

Type or print name as signed above Date

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

On Behalf of Principal:  Secretary and Treasurer

Signature Title

Mike B. Wittenwyler, Esq. 10/25/09

Type or print name as signed above Date

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