

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 Last Name William First Name Attorney Title

Michael Best & Friedrich LLP, P.O. Box 1806 Mailing Address

Madison City WI State 53701-1806 Zip Code

Michael Best & Friedrich LLP, 1 South Pinckney Street, Suite 700, Madison, WI 53703 Business Address (if different)

(608) 257-3501, ext. 22246 Contact Phone

(608) 283-2275 Contact FAX wfwhite@michaelbest.com 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

The Alexander Company, Inc. Name of Principal

Designated Representative of Principal:

Alexander Last Name Joseph First Name President Title

145 E. Badger Rd., Ste. 200 Mailing Address

Madison City WI State 53713 Zip Code

Business Address (if different)

(608) 258-5580 Contact Phone jma@alexandercompany.com Contact E-mail Address

(608) 258-5599 Contact FAX www.alexandercompany.com Internet Address

Check one of the following and complete only that section:

Business Entity

Real estate development, architectural design and urban planning

Describe the business activity in which the entity is engaged

Chief Executive Officer: Alexander Randall CEO
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 and the Principal's employees.

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 and financing issues.
- 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 and construction segments of Principal's business.
- 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
topic	topic

Section IV - Authorization of Lobbyists

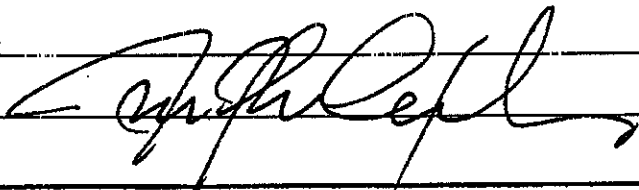
As a designated representative of the Principal, the Lobbyist named above is hereby authorized to lobby on behalf of the Principal.

- 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: 3/3/10

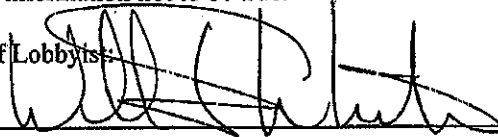
Name: Joseph Alexander

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:  Attorney
Signature Title

William F. White, Esq. February 17, 2010
Type or print name as signed above Date

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

On Behalf of Principal:  President
Signature Title

Joseph Alexander 3/3/10
Type or print name as signed above Date

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