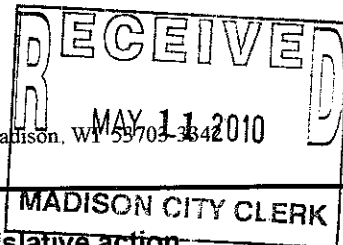


# REGISTRATION OF LOBBYIST

Return to Office of the City Clerk, 210 Martin Luther King, Jr. Blvd., Room 103, Madison, WI 53703-3642



## Section 1 -- Identification of Lobbyist

"Lobbyist" means any person paid to influence administrative or legislative action.

Wilhelm \_\_\_\_\_ Phyllis \_\_\_\_\_ Director - Economic Development  
Last Name First Name Title

c/o Madison Gas and Electric Company, Post Office Box 1231

Mailing Address

Madison \_\_\_\_\_

Wisconsin \_\_\_\_\_

53701-1231 \_\_\_\_\_

City

State

Zip Code

Business Address (if different)

(608) 252-5647 \_\_\_\_\_

Contact Phone

(608) 252-1540 \_\_\_\_\_

pwilhelm@mge.com \_\_\_\_\_

Contact FAX

Contact E-mail Address

www.mge.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 Gas and Electric Company

\_\_\_\_\_  
Name of Principal

Designated Representative of Principal:

Euclide \_\_\_\_\_

Kristine \_\_\_\_\_

Vice President & General Counsel

Last Name

First Name

Title

Post Office Box 1231

Mailing Address

Madison \_\_\_\_\_

Wisconsin \_\_\_\_\_

53701-1231 \_\_\_\_\_

City

State

Zip Code

Business Address (if different)

(608) 252-5604 \_\_\_\_\_

keuclide@mge.com \_\_\_\_\_

Contact Phone

Contact E-mail Address

(608) 252-1540 \_\_\_\_\_

www.mge.com \_\_\_\_\_

Contact FAX

Internet Address

Check one of the following and complete only that section:

**Business Entity**

See attached Appendix A.

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:

See attached Appendix A

List the City agencies in which the principal seek to influence administration action:

- All       None       Agencies listed below

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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 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: 5/10/10

Name: Kristine Euclide

Position: Vice President and General Counsel

Signature: *Kristine A. Euclide*

**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:

*Phyllis E. Wilhelm* Director - Economic Development  
Signature Title

Phyllis Wilhelm 5/10/10  
Type or print name as signed above Date

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

On Behalf of Principal:

*Kristine A. Euclide* Vice President and General Counsel  
Signature Title

Kristine Euclide 5/10/10  
Type or print name as signed above Date

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

## Appendix A

### Section II – Nature and Interest of Principal

*Check one of the following and complete only that section*

#### **Business Entity** (Describe the business activity in which the entity is engaged)

MGE is a public utility operating under a franchise agreement with the City of Madison and state law and under the regulation of the Public Service Commission of Wisconsin. It generates and distributes electricity and purchases and distributes natural gas to approximately 135,000 customers in Dane County and surrounding areas. MGE has served the Madison area since 1896.

Chief Executive Officer: Gary J. Wolter, Chairman, President and Chief Executive Officer

### Section III – Areas of lobbying

*Provide a reasonably specific narrative summary of areas of legislative and administrative action the principal may attempt to influence*

In the course of MGE's daily operations as a regulated utility, MGE will speak with City officials regarding stormwater management and construction work on streets that are at or near MGE facilities. MGE will also discuss with the Mayor's office and Planning and Zoning Department issues regarding the development in or near MGE facilities and especially in the east isthmus and downtown area. MGE will also discuss the purchase or sale of real estate interests in the Madison area. MGE will also discuss environmental, utility and energy policy issues, as well as utility infrastructure matters and energy-related projects

*List the City agencies in which the principal seek to influence administrative action.*

Agencies listed below:

1. City Traffic and Engineering
2. Mayor's office
3. Planning and Zoning Department
4. Commission on the Environment
5. Parks Department
6. Others