

# REGISTRATION OF LOBBYIST

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.**

EHlers	CHRIS	VP, LAND DEVELOPMENT
Last Name	First Name	Title
6801 South Towne Dr		
Mailing Address		
Madison	WI	53713
City	State	Zip Code
Business Address (if different)		
(608) 226-3100		
Contact Phone		
		CEHLERS@VERIDIANHOMES.COM
Contact Fax	Contact E-mail Address	
WWW.VERIDIANHOMES.COM		
Internet Address		
Person to whom correspondence should be sent (if different from above)		
CHRISTENSEN	ANGIE	
Last Name	First Name	
Veridian Homes, Llc		
Firm or Organization		
Executive Assistant, 6801 South Towne Dr		
Mailing Address		
Madison	WI	53713
City	State	Zip Code
(608) 226-3097	6082260600	ACHRISTENSEN@VERIDIANHOMES.COM
Phone	FAX	E-mail Address

## Section II - Nature and Interest of Principal

Veridian Homes, Inc.		
Name of Principal		
Designated Representative of Principal:		
ROSENBERG	JEFFREY	
Last Name	First Name	Title
6801 South Towne Dr.		
Mailing Address		
Madison	WI	53713
City	State	Zip Code
Business Address (if different)		
(608) 226-3100		
Contact Phone		
		JROSENBERG@VERIDIANHOMES.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:  
REAL ESTATE DEVELOPMENT AND RESIDENTIAL CONSTRUCTION

☐ Is a partnership or limited liability company. See list of partners/members at end of form.

☐ **Industry, Trade or Professional Association**

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

☐ **Other Not for Profit**

Describe the organization's purpose:

Describe any other group with a common purpose the organization represents:

Describe any other group with a common interest the organization represents:

Describe any other group with a common interest providing membership to the organization:

Describe any other group with a common interest providing funding to the organization:

☐ **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:

If Industry, Trade, or Professional Association, or Not for Profit, approximate number of members:

Chief Executive Officer of Business Entity or Industry, Trade, or Professional Association:

ROSENBERG	JEFF	PRESIDENT
Last Name	First Name	Title

### 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 OF 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 ☐ 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: 1. VARIOUS PRELIMINARY AND FINAL PLATS AND REZONING REQUESTS RELATED TO RESIDENTIAL SUBDIVISIONS OF THE PRINCIPAL.

2. VARIOUS ZONING ORDINANCE CHANGES

a. How will this item affect the principal's business or other activity?

1. AFFECTS THE PRINCIPALS ABILITY TO CONTINUE DEVELOPING RESIDENTIAL SUBDIVISION WITHIN MADISON

2. AFFECTS THE PRINCIPALS ABILITY TO CONTINUE DEVELOPING RESIDENTIAL SUBDIVISION WITHIN MADISON

b. Which industry, trade, profession or segment or portion thereof would be principally affected?

DEVELOPERS OF RESIDENTIAL SUBDIVISIONS AND BUILDERS OF NEW HOMES IN MADISON

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.

VARIOUS ZONING ORDINANCE CHANGES

For additional items, see attachments.

2. If lobbying communication relates to the capital or operating budget, identify topic or topics.

#### CAPITAL BUDGET

#### OPERATING BUDGET

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#### 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: 09/26/2018

Name: \_\_\_\_\_

Position: \_\_\_\_\_

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	VP, LAND DEVELOPMENT
CHRIS EHLERS	09/26/2018
Type or print name as signed above	Date

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

##### On Behalf of Principal:

Signature	Title
JEFFREY ROSENBERG	09/26/2018
Type or print name as signed above	Date

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