

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.

BENFORADO	DAVID	COMMUNITY SERVICES MANAGER
_____ Last Name	_____ First Name	_____ Title
Po Box 1231, C/O Madison Gas And Electric Company		
_____ Mailing Address		
Madison	WI	53701-1231
_____ City	_____ State	_____ Zip Code
_____ Business Address (if different)		
(608) 252-7906		
_____ Contact Phone		
_____ Contact Fax		DBENFORADO@MGE.COM
_____ WWW.MGE.COM		_____ Contact E-mail Address
_____ Internet Address		

Person to whom correspondence should be sent (if different from above)

_____ Last Name	_____ First Name	
_____ Firm or Organization		
_____ Mailing Address		
_____ City	_____ State	_____ Zip Code
_____ Phone	_____ FAX	_____ E-mail Address

Section II - Nature and Interest of Principal

Cari Anne Renlund		
_____ Name of Principal		
Designated Representative of Principal:		
RENLUND	CARI ANNE	
_____ Last Name	_____ First Name	_____ Title
Po Box 1231		
_____ Mailing Address		
Madison	WI	53701
_____ City	_____ State	_____ Zip Code
_____ Business Address (if different)		
(608) 252-7075		
_____ Contact Phone		
6082527098		CARENLUND@MGE.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:

MGE IS A PUBLIC UTILITY OPERATING UNDER A FRANCHISE AGREEMENT WITH THE CITY OF MADISON AND STAT LAW AND UNDER THE REGULATION OF THE PUBLIC SERVICE COMMISSION OF WISCONSIN. IT GENERATES AND DISTRIBUTES ELECTRICITY AND PURCHASES AND DISTRIBUTES NATURA

☐ 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-employ

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:

KEEBLER	JEFF	PRESIDENT AND CEO
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:

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

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

☐ All ☐ None ☒ Listed Below

CITY TRAFFIC AND ENGINEERING, MAYOR'S OFFICE, PLANNING AND ZONING DEPARTMENT, COMMISSION ON THE ENVIRONMENT, PARKS DEPARTMENT, OTHERS

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, see attachments.

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

CAPITAL BUDGET

OPERATING BUDGET

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	COMMUNITY SERVICES MANAGER
DAVID BENFORADO	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
CARI ANNE RENLUND	09/26/2018
Type or print name as signed above	Date

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