



State of Wisconsin  
Ethics Commission

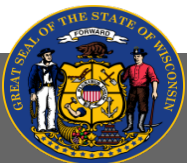
# **WISCONSIN LOBBYING: OVERVIEW AND BEST PRACTICES**

DECEMBER 2022



# ETHICS COMMISSIONERS

Name	Title	Appointed By	Term Expires
Andrew Weininger	Commissioner	Senate Majority Leader	5/1/2024
David Wambach	Commissioner	Governor	5/1/2026
Maryann Sumi	Commissioner	Assembly Minority Leader	5/1/2026
Shauntay Nelson	Vice Chair	Senate Minority Leader	5/1/2024
Pat Strachota	Chair	Assembly Speaker	5/1/2026
Timothy Van Akkeren	Commissioner	Governor	5/1/2024



# WE'RE HERE TO HELP!

ETHICS COMMISSION STAFF

## **Administrator**

Daniel Carlton, Jr.

## **Assistant Administrator**

Colette Greve

## **Staff Counsel**

David Buerger

## **Program Staff**

Richard Bohringer

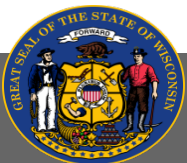
Harry Broderick

Adam Harvell

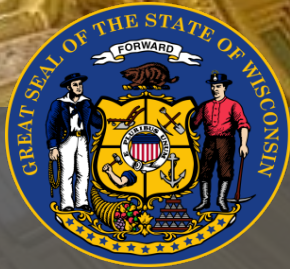
Vacant

## **IT Staff**

Kavita Dornala



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## State of Wisconsin Ethics Commission

# LAY OF THE LAND

- WHAT DOES WISCONSIN LOBBYING LAW COVER?
- LOBBYING DEFINITIONS
- THE THREE R'S OF LOBBYING

REGISTRATION

REPORTING

RESTRICTIONS AND REQUIREMENTS

- WEBSITE UPDATE – LICENSING AND REGISTRATION SUMMARY



# LOBBYING IS...

Attempting to influence legislative or administrative action;

- by oral or written communication;
- with any elective state official, agency official or legislative employee; and
- includes time spent in preparation for such communications and appearances at public hearings or meetings or service on a committee in which such preparation or communication occurs.

Does not include seeking a contract or grant, or quasi-judicial decisions.

[Wis. STAT. § 13.62\(10\)](#)



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# WHO IS A LOBBYIST?

An individual who:

- is employed by and/or receives compensation from a principal;
- for the purpose of lobbying (attempting to influence legislative or administrative action by oral or written communication) on behalf of that principal and;

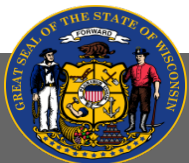
makes **any** lobbying communications if their duties **are limited** exclusively to the statutory definition of lobbying

OR

makes lobbying communications on each of **at least 5 days** within a reporting period if their duties **are not limited** exclusively to the statutory definition of lobbying

Cannot be delinquent on taxes, child support, or unemployment insurance contributions. Excludes unpaid volunteers, or individuals that only receive expense reimbursement.

Note: Individuals representing limited lobbying principals are lobbyists, and therefore are subject to the same prohibitions.

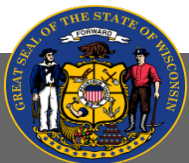


# LOBBYING COMMUNICATION

- “an oral or written communication with any agency official, elective state official, or legislative employee that attempts to influence legislative or administrative action.”

## Excludes:

- communicating with legislators in a personal capacity;
- mass communications through the media;
- requests for information from the legislature, legislative employee, or an agency official;
- participation as a member in the deliberations of a committee of the legislature;
- lobbying of an agency official by another agency official a different agency or the same agency; and
- an elective state official or legislative employee acting in an official capacity.





# LOBBYING COMMUNICATION

## 5 DAY THRESHOLD VS. TIME REPORTING

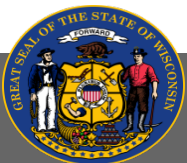
### **5 Day Threshold for Lobbyist License**

(Anyone whose duties are not limited exclusively to lobbying)

- Any oral or written communication with the purpose of lobbying on behalf of a principal.
  - In-person meetings
  - Phone calls
  - Sending emails or letters
  - One-way or two-way communication

### **Lobbyist Time Reporting**

- Good faith effort of approximate time
- Requires some conversation or back and forth dialogue.
  - In-person meetings
  - Phone calls
  - Conversational exchange of electronic messaging
  - Excludes de minimis amounts of time



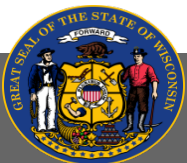


# WHAT IS A LOBBYING PRINCIPAL?

“Principal means any person who employs a lobbyist...”

- **Full lobbying principal** - anticipates spending more than \$500 in a calendar year.
- **Limited lobbying principal** - does not anticipate spending more than \$500 on all lobbying related expenses in a calendar year, including any payments to lobbyists. This status must be amended within 10 days of the principal exceeding \$500, and the appropriate registration fee must be paid.

Note: Individuals representing limited lobbying principals are lobbyists and are, therefore, subject to the same prohibitions.

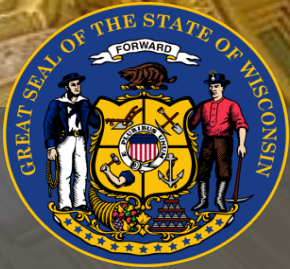






QUESTIONS?





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# THE THREE R'S OF LOBBYING

**R**EGISTRATION

**R**EPORTING

**R**ESTRICTIONS

# WHO NEEDS TO REGISTER/LICENSE?

## Part-Time & Full-Time Lobbyist

- An individual who, for compensation, communicates with state officials for the purpose of lobbying on 5 or more days in a six-month reporting period and whose duties **are not limited** exclusively to the statutory definition of lobbying

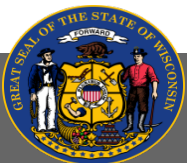
OR

- An individual who, for compensation, communicates with state officials for the purpose of lobbying once or more and their duties **are limited** exclusively to the statutory definition of lobbying.

## Principal (Lobbying Organizations)

- Any person who employs a lobbyist.

WIS. STATS. §§ [13.62 \(10\)](#), [\(12\)](#)





# REGISTRATION REQUIREMENT

If your duties **are not limited** exclusively to the statutory definition of lobbying:

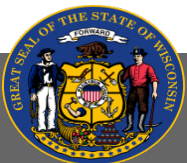
- On the **5<sup>th</sup> day** of a lobbying communication within a 6-month reporting period is the absolute latest that you must be licensed and authorized, and your principal must be registered.
  - If you realize that you have registered *after* you've had a 5<sup>th</sup> communication, contact Ethics Commission staff immediately

If your duties **are limited** exclusively to the statutory definition of lobbying:

- Must be registered before you have **any** lobbying communications
  - If you realize that you have registered *after* you've had a communication, contact Ethics Commission staff immediately

You can avoid this headache by **registering early!**

*Registration opens December 1<sup>st</sup> before the beginning of a new legislative session.*



# POLLING QUESTION #1

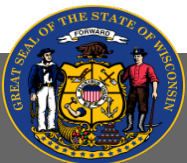
When does a paid lobbyist with “exclusively limited” duties have to obtain a license and authorization?

**A. By the fifth day of communication on behalf of the principal**

**B. Before any communication on behalf of the principal occurs**

**C. After the lobbyist has three communications**

WIS. STATS. § [13.62 \(10\)](#)



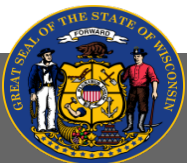
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# POLLING QUESTION #1

When does a paid lobbyist with “exclusively limited” duties have to obtain a license and authorization?

**B. Before any communication on behalf of the principal occurs**



# STEP 1:

## APPLY FOR A LOBBYIST LICENSE

### Necessary Information:

Lobbyist Name

Title/Division (optional)

Employer

Mailing Address

Location Address (if different than mailing)

Phone number(s)

Email address

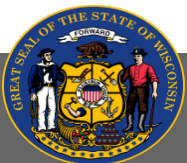
Single/Multiple Principal license

Username(s) of those you wish to have access to your lobbyist account

Social Security Number – §13.63(1)(b) *used for checking delinquency regarding taxes, unemployment contribution payments, and court ordered childcare payments.*

\* This information can be updated at any time by choosing *Amend a Lobbyist License* from the *Registration and Licensing* tab.

[Wis. STAT. § 13.63](#)



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# STEP 2:

## REGISTER YOUR PRINCIPAL

### Necessary Information:

Principal name

Contact person

Principal mailing address

Location address (if different than mailing)

Correspondence contact person (optional)

Principal nature/interest

Agencies to be lobbied

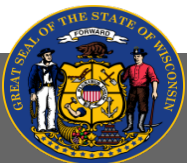
"Full" or "limited lobbying" status

Lobbyists to authorize

Usernames of those you wish to have access to principal account

\* This information can be updated at any time by choosing *Amend a Principal Registration* from the *Registration and Licensing* tab.

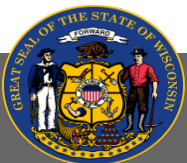
[WIS. STAT. § 13.64](#)



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# REGISTRATION – AUTHORIZING A LOBBYIST

- REMINDER – Authorization of lobbyists is part of the principal's registration!
- When a principal registers for the Legislative Session, the registration will lock after it is certified and submitted until the registration fee is paid and the registration is approved by staff.
- If a principal wishes to pay the registration and authorization fee at the same time, it should authorize lobbyist before it certifies and submits the registration.





# REGISTRATION – AUTHORIZING A LOBBYIST

## Authorized Lobbyists

Add Lobbyist

Lobbyist \*

Greve, Collette

Greve, Collette



**Collette Greve (Licensed)**

Self-Employed Lobbyist - No Firm or Org

Licensed On: 11/30/2022

1234 Wisconsin St.

Madison WI, 53703

☎ 0000000000

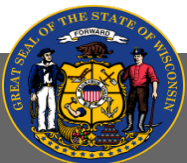
✉ colette.greve@wi.gov

Please choose one of the following: \*

- ☐ Lobbyist's duties on behalf of the principal are exclusively limited to attempting to influence legislative or administrative action.
- ☐ Lobbyist's duties on behalf of the principal are not exclusively limited to attempting to influence legislative or administrative action.

Cancel

Save

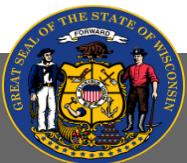


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# POLLING QUESTION 2

Lobbyists with unpaid authorization fees will have an authorized date next to their name on the principal's profile page, registration, and on their dashboard.

- **True**
- **False**

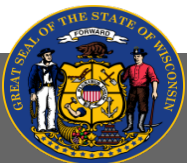




# POLLING QUESTION #2

Lobbyists with unpaid authorization fees *will* have an authorized date next to their name on the principal's profile page, registration, and on their dashboard.

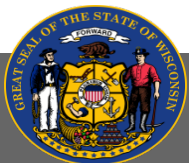
**False, if authorization fees are not paid, staff cannot approve the authorization and the website will not display a date along with the lobbyist's name in the authorization sections.**



## STEP 4: PAY FEES (PER LEGISLATIVE SESSION)

Single Lobbyist License	\$250
Multiple Lobbyist License	\$400
Authorization to Lobby	\$135
Principal Registration	\$385
Limited Principal Registration	\$20
FOCUS Subscription	\$100

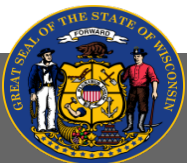
*On February 27, 2018, the Commission adopted a standard settlement schedule for the late payment of lobbying related fees. Fees received more than 15 days after the time of application are considered by the Commission to be a violation of statutes for failure to pay relevant fees.*





# LOBBYING FEES

- Lobbying fees not received within 14 calendar days are considered **late**. A notice will be sent via email if lobbying fees are not received within 14 calendar days.
- If fees are received between the day after notice is provided and 30 days thereafter, you will be given a formal warning. Fees received more than thirty days after notice is given will result in a settlement being offered which includes a monetary component. Wis. STAT. §§ [13.63\(1\)\(a\)](#), [13.64](#), [13.65](#), [13.75](#). Please see the [Wis. ADMIN. CODE ETH 26.03\(4\)](#) for the settlement schedule.
- Lobbyist licenses, principal registrations, and lobbyist authorizations **cannot** be approved until the Commission receives payment of all relevant fees. Please consider paying all fees immediately after application submission by paying electronically via bank account or credit/debit card. There is a small convenience fee for credit/debit card processing.





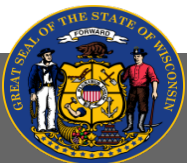


QUESTIONS?



# REPORTING REQUIREMENTS

1. **Submitting Reports of Lobbying Interest (15-day reports)** due continuously (responsibility of the principal)
2. **Tracking lobbying time: communication and other** due at the end of reporting period, January 31, and July 31 (responsibility of the lobbyist)
3. **Statement of Lobbying Activity and Expenditures (SLAE)** due at the end of reporting period, January 31, and July 31 (responsibility of the principal)

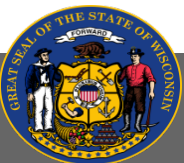


# POLLING QUESTION #3

When are reports of lobbying interest (15-day reports) of lobbying interest due?

- a. Every 15 calendar days**
- b. Every 15 business days**
- c. Within 15 days of the initial communication on a bill, budget bill subject, administrative rule, or other topic**
- d. Within 15 days of every communication on a bill, budget bill subject, administrative rule, or other topic**

[Wis. STAT. § 13.67](#)



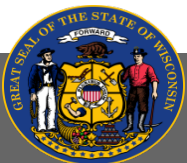


# POLL QUESTION #3

When are reports of lobbying interest (15-day reports) of lobbying interest due?

**c. Within 15 days of the initial communication on a bill, budget bill subject, administrative rule, or other topic.**

**Subsequent communications do not require a report, unless there is a change in status of the type of interest. For example, if a principal has a communication on a topic, which becomes part of a bill, then the principal is required to report its initial communication on that bill.**

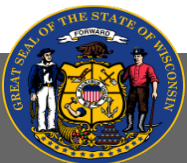


# REPORTING OF LOBBYING INTERESTS

## Reports of lobbying interests review:

- All Principals are required to report to the Commission the bills, administrative rules, budget subjects and topics not yet assigned a bill or rule number within 15 days of the first communication on that matter.
- Only one 15-day report is required per-interest per-session.

[Wis. STAT. § 13.67](#)



# BUDGET BILL SUBJECTS

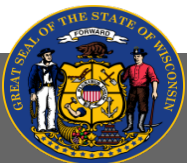
- Budget bill subjects are determined by the agencies and program areas listed in the Executive Budget Proposal.
- Ethics Staff publishes the budget bill subjects on the lobbying website one to two days after the Executive Budget Address. At this time, Ethics Staff will also send a notification email to lobbyists and principals once the budget bill subjects have been published.
- Lobbyists and principals engaging in lobbying communications regarding the state budget prior to the budget bill subjects being published should document those communications with a 15-day report of lobbying interest in a topic.





# LOBBYING TOPICS

- Provide a **succinct written statement** sufficient to put the reader on notice of the communication's subject matter.
- The statement should be equivalent to a bill or rule relating clause, but need not contain a statutory reference.

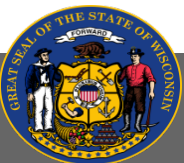


# REPORTING LOBBYING INTERESTS – DASHBOARD TILE

## Lobbying Interests

Principal	Subject	Type Notice
Frank's Books	Vehicles - construction, school buses, tractors	Topic 11/30/2022
Frank's Books	Libraries	Topic 11/30/2022
Frank's Books	Reading	Topic 11/30/2022

[Manage Interests](#)



# REPORTING LOBBYING INTERESTS

## Specify Principal and Interest Type

Principal

Select One

Interest Type

Any

## Administrative Rules

Add Interest

👍 Ethics Commission (ETH) - Campaign finance



Edit

## Budget Bill Subject

Add Interest

Administration: Attached Divisions and Other Bodies



Edit

Administration: Departmentwide



Edit

## Legislative Proposals

Add Interest

🗳️ Senate Bill 27



Edit

👍 Senate Joint Resolution 1



Edit

🗳️ Assembly Resolution 1



Edit

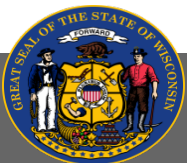
## Topics

Add Interest

Test subject report



Edit





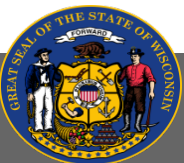
# 15- DAY REPORTING SCENARIO

- A principal's lobbyist meets with a legislative aide to pursue the drafting of legislation that would create a tax exemption for cat food.
- During the budget drafting, the bill language about cat food exemption is included in the Department of Revenue's budget.
- The cat food tax exemption doesn't make it into the final budget.
- Later in legislative session, the Legislator then introduces a standalone bill for the tax exemption of cat food.
- The lobbyist continues to communicate with legislative staff throughout this process.

Report interest within 15 days of the initial communication about the topic with the legislative aide

Report interest within 15 days of the initial communication after the topic became a budget bill subject

Report interest within 15 days of the initial communication after the budget bill subject became a standalone bill







QUESTIONS?



# REPORTING REQUIREMENTS DURING THE REPORTING PERIOD

## Daily itemization of time

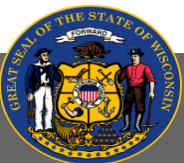
Communicating vs. "Hours Other"

## Who needs to track time?

Lobbyists and non-lobbyist employees participating in lobbying activity

EXCEPT

- *Clerical employees*
- *Individuals devoting less than 10 hours in a six-month reporting period to lobbying*
- *Unpaid volunteers*



# LOBBYIST TIME REPORTS

EFFORTS FOCUSED ON ATTEMPTING TO INFLUENCE LEGISLATIVE OR ADMINISTRATIVE ACTION

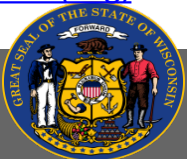
## Lobbying Communication

- Meeting directly with state officials (including elected officials, legislative aides, and agency employees with rule-making responsibilities)
- Appearing at public hearings
- Phone calls
- Conversational exchange of electronic messaging
- Requires “back and forth” dialogue
- Excludes de minimis amounts of time

## Other Lobbying Related Activity

- Preparation and research
- Time spent monitoring legislative and state agency activities
- Drafting letters/emails
- Internal meetings to discuss lobbying issues and strategy
- Collecting, compiling, or analyzing facts, data, or other information
- Preparing to communicate with state officials or state employees
- Preparing for grassroots lobbying

[WIS. STAT. § 13.62\(10g\)](#)




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# TIME REPORTING – DASHBOARD TILE

## Lobbyist Time Reporting

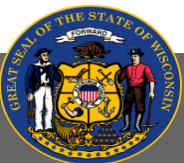
Time Entry	Com.	Other
 7/14/2022: Greve - Frankie's Books	0.00	10.00
 7/22/2022: Greve - Frankie's Books	10.00	0.00
 7/24/2022: Greve - Frankie's Books	0.00	2.00
 7/31/2022: Greve - Frankie's Books	0.00	5.00
 9/8/2022: Greve - Grammie's Bakery	1.00	0.00

[Enter Time](#)

## Time Reports

[Edit/View By Date](#)

[Edit/View By Month](#)



# TIME REPORTING

## Specify Reporting Period, Lobbyist, And Principal

Reporting Period

July 2022 to December 2022

Lobbyist

Greve, Collette

Principal

Frankie's Books

## Lobbyist Hours By Month In Reporting period

July 2022

August 2022

September 2022

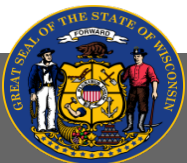
October 2022

November 2022

December 2022

[Print Lobbyist Time Report](#)

	Communication	Other
<b>Total</b>	<b>20.00</b>	<b>18.00</b>



# LOBBYIST TIME REPORTING SCENARIO

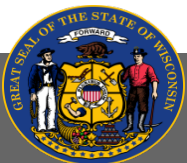
- October 1 – Lobbyist spends two hours putting together a presentation on why the Legislature should pass a certain bill.
- On October 2 – Lobbyist meets with board members for one hour to discuss their legislative strategy for the presentation.
- On October 3 – Lobbyist drafts a letter to the organization's members reminding them of the upcoming election.
- On October 4 – Lobbyist shares the presentation at separate meetings with three legislators for an hour at each meeting.

October 1<sup>st</sup> - 2 hours – other

October 2<sup>nd</sup> - 1 hour – other

October 3<sup>rd</sup> – no time reported (communication was not regarding lobbying)

October 4<sup>th</sup> - 3 hours - communicating







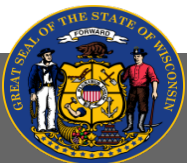
QUESTIONS?



# REPORTING REQUIREMENTS AT THE END OF EACH REPORTING PERIOD

## **Statements of Lobbying Activities and Expenditures (SLAEs)**

- Lobbyist time reports
- Principal expenditures
- Lobbying Interests (from 15-day reports) – Allocation of effort. Provide reasonable estimate of proportion of lobbying time for each bill, rule, topic, and budget bill subject reported

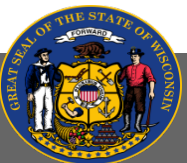


# SLAE SCENARIO

A principal has communicated on many different matters throughout the reporting period. It is now January 25<sup>th</sup>, and the principal is filing their SLAE before the deadline on January 31. Why are there no legislative matters listed under Step 4 of the SLAE, "Allocation of Efforts" ?

The principal did not submit required 15-day reports for the initial communications they have during the period.

These 15-day reports will be considered late because they were submitted more than 15 days after the last possible day to have had an initial communication on a legislative matter inside the reporting period.





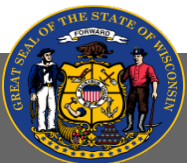
# REPORTING TIME & MONEY

Statutes require a reasonable estimate of lobbying expenditures made and a good faith effort to record daily information for reporting.

[Wis. STAT. § 13.68](#)

Do *not* artificially inflate hours by including grassroots lobbying time!

(only include the expenses from grassroots organizing)



# STATEMENT OF LOBBYING ACTIVITY AND EXPENDITURES – DASHBOARD TILE

## Statements of Lobbying Activity and Expenditures

**January 2021 to June 2021**



Frankie's Books

[File](#)

Frank's Books

[Filed 10/25/2021](#)

Grammie's Bakery

[File](#)

Greve Homes

[File](#)

**July 2021 to December 2021**



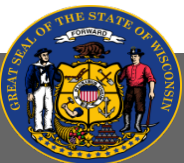
**January 2022 to June 2022**



**July 2022 to December 2022**



[View All](#)



State of Wisconsin  
Ethics Commission

# STATEMENT OF LOBBYING ACTIVITY AND EXPENDITURES

## Time and Expenditure Summary

2021-2022 Legislative Session

Each registered lobbying principal must complete a Statement of Lobbying Activity and Expenditures (SLAE) report. [Wis. Stat. §13.68](#).  
Late reporting is subject to the forfeitures set in [Wis. Admin. Code ETH 26.03\(1\)](#).

Frankie's Books

July-December 2022

At any time, feel free to generate printer-friendly reports.

[Print Reports before SLAE certification](#)

### Time Reports ⓘ

Name Of Authorized Lobbyist(s)	Date Lobbyist(s) Certified Time Report	
Harry Broderick	Has Not Certified	No Permission to File
Collette Greve	Has Not Certified	<a href="#">File Report</a>
Colette Reinke	Has Not Certified	No Permission to File
Non-Lobbyist	N/A	<a href="#">Enter Time</a>

### Time & Expenses ⓘ

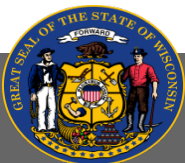
Expenditure	Amount
Total payments to lobbyists	\$0
Total payments to non-lobbyist employees	\$0
Total other living expenses	\$0
Overall total lobbying expenditures	\$0

### Allocation of Effort ⓘ

Category	Amount
Topics	0 %
Legislative Proposals	0 %
Administrative Rules	0 %
Budget Bill Subjects	0 %
Minor Efforts	0 %
Other Efforts	0 %

### Verification Of Totals And Certification

Once all steps are complete, the report can be filed. Some more details here.



State of Wisconsin  
Ethics Commission



# STATEMENT OF LOBBYING ACTIVITY AND EXPENDITURES – LOBBYIST HOURS AND PAYMENTS

## Lobbyists: Hours and Payments

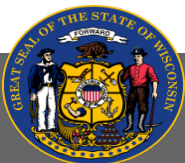
[Edit](#)

	Hours Attributable To Lobbying		Payments Attributable To Lobbying	Reimbursement For Travel Expenses	Reimbursement For All Other Expenses
	(Communicating)	(Other)			
<b>Cheesehead Consulting</b>			\$1,000.00	\$0.00	\$0.00
Collette Greve	2.75	6.00	\$0.00	\$0.00	\$0.00
<b>Subtotal</b>	2.75	6.00	\$1,000.00	\$0.00	\$0.00
<b>Self-Employed Lobbyist - No Firm or Org</b>			\$250.00	\$0.00	\$100.00
Harry Broderick	2.00	2.50	\$0.00	\$0.00	\$0.00
<b>Subtotal</b>	2.00	2.50	\$250.00	\$0.00	\$100.00
<b>Total Hours</b>	4.75	8.50	<b>Total Dollars</b>		\$1,350.00

## Non-Lobbyist Employees: Hours, Compensation And Reimbursement

[Edit](#)

	Hours Attributable To Lobbying		Salary Attributable To Lobbying	Reimbursement For Travel Expenses
	(Communicating)	(Other)		
<b>Totals</b>		1.00	2.00	\$0.00

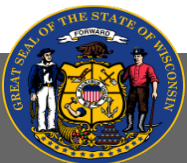


# NON-LOBBYIST TIME REPORT

- Enter time for all non-lobbyist and non-clerical employees that spent **10 or more hours during the reporting period on lobbying-related activities**, including “Communication” and “Other”.
- This report is designed to account for those employees that may not be required to obtain a lobbyist license via the 5-communication threshold, but are spending a significant amount of time (10 hours or more) on lobbying-related activity.

[Wis. STAT. § 13.68\(1\)\(a\)](#)

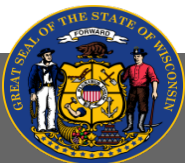
**NOTE:** If their duties are not limited exclusively to lobbying, and they had lobbying communications on 5 or more days within 6 months, they must obtain a lobbyist license and authorization from the principal and pay all applicable fees.



# STATEMENT OF LOBBYING ACTIVITY AND EXPENDITURES – ALLOCATION OF EFFORT

Allocation of Lobbying Effort		<a href="#">Edit</a>
<b>Bills</b>		
Assembly Bill 1 ⓘ		0 %
Assembly Resolution 2 ⓘ		0 %
Senate Bill 27 ⓘ		0 %
Senate Joint Resolution 1 ⓘ		0 %
Senate Resolution 1 ⓘ		0 %
Subtotal =		0 %
<b>Budget Bill Subjects</b>		
Administration: Attached Divisions and Other Bodies		0 %
Administration: Facilities Management		0 %
Subtotal =		0 %
<b>Administrative Rules</b>		
Health and Family Services ⓘ		0 %
Subtotal =		0 %
<b>Topics</b>		
Book stores		0 %
Test subject report		0 %
Subtotal =		0 %
<b>Minor Efforts ⓘ</b>		
		0 %
Subtotal =		0 %
<b>Other Matters ⓘ</b>		
		0 %
Subtotal =		0 %
Total =		0 %

[Report Menu](#)[Continue](#)





# STATEMENT OF LOBBYING ACTIVITY AND EXPENDITURES — LOBBYIST HOURS AND PAYMENTS

## Public Relations, Research, Volunteer' Expenses and Other Lobbying

[Edit](#)

All other lobbying expenses  
\$0.00

## Overhead Expenses ⓘ

[Edit](#)

Selected Overhead Categories  
No overhead categories selected.

Overhead Description

Total Overhead  
\$0.00

## Non-Lobbyist Employees Who Devoted Time To Lobbying Communications

[Add Employee](#)

Last Name

First Name

No entries found.

## Payment Or Reimbursement To Officials ⓘ

[Add Payment](#)

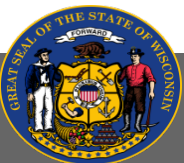
Last Name

First Name

Date

Amount

No entries found.

[Report Menu](#)[Continue](#)

# STATEMENT OF LOBBYING ACTIVITY AND EXPENDITURES — SUMMARY AND CERTIFICATION

Frankie's Books

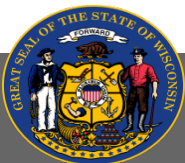
July-December 2022

## Time & Expenses

Description Of Totals And Expenditures	Hours Communicating	Hours Other	Dollars
<b>Lobbyists</b>	20.00	18.00	\$0.00
<b>Bravo</b>			\$0.00
Collette Reinke	0.00	0.00	\$0.00
<b>Cheesehead Consulting</b>			\$0.00
Collette Greve	20.00	18.00	\$0.00
<b>Self-Employed Lobbyist - No Firm or Org</b>			\$0.00
Harry Broderick	0.00	0.00	\$0.00
Comments:			
<b>Non-Lobbyist Employees</b>	0.00	0.00	\$0.00
Comments:			
<b>Overhead</b>			\$0.00
<b>Payments to Officials</b>			\$0.00
<b>Travel and Living Expenses</b>			
a) Lobbyist Employees			\$0.00
b) Non-Lobbyist Employees			\$0.00
All Other Lobbying Expenses			\$0.00
<b>Total Lobbying Time And Expenditures:</b>	20.00	18.00	\$0.00

## Allocation of Lobbying Effort

Category	Percent
Legislative Proposals	0 %
Budget Bill Subjects	0 %
Administrative Rulemaking Proceedings	0 %
Topics Not Yet Assigned A Bill Or Rule Number	0 %
Minor Efforts	0 %
All Other Matters	0 %
<b>Total Reported Lobbying Effort:</b>	0 %



State of Wisconsin  
Ethics Commission

# STATEMENT OF LOBBYING ACTIVITY AND EXPENDITURES — SUMMARY AND CERTIFICATION

## Certification and Electronic Signature

I certify I am Collette Greve and certify that the information entered and reported to the Wisconsin Ethics Commission is an accurate record of the lobbying activities of Frankie's Books.

I further understand that if I know or believe that the records I submit are not complete or that any part of it is not true, I may be fined \$10,000 or imprisoned for 5 years or both. I understand that Wisconsin Statutes require me to retain until 3 years from the date that the records are filed documents necessary to substantiate these reports.

By clicking "Certify and Submit SLAE" you are submitting all parts of the Statement of Lobbying Activities and Expenditures for the period.

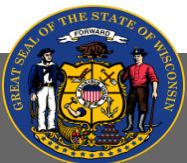
**The following lobbyist(s) have not yet certified their time for your report:**

- Harry Broderick
- Collette Greve
- Colette Reinke

You must correct the above issues before you can certify your report.

[Report Menu](#)

Note: If an authorized lobbyists have not completed his or her time report, it will be noted in the certification section. There will not be an option to certify until all lobbyist time reports are complete.



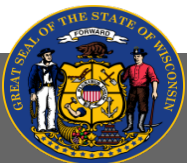




QUESTIONS?



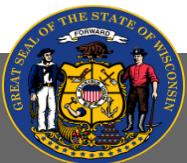
# RESTRICTIONS AND REQUIREMENTS



# POLLING QUESTION #4

Can a lobbyist buy a friend, who is a legislative employee, a cup of coffee while catching up over the weekend?

- Yes
- No



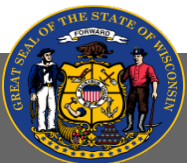


# WISCONSIN STATUTES §13.625

**No lobbyist** and **no business or organization that employs a lobbyist (principal)** may furnish **anything** of pecuniary value to an elected state official, candidate for state elective office, legislative employee, or agency official

Note: individuals representing limited lobbying principals are lobbyists, and therefore are subject to the same prohibitions as lobbyists laid out in [Wis. STAT. §13.625](#)

*Except...*

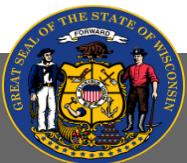


# EXCEPTIONS TO §13.625

## AVAILABLE TO THE GENERAL PUBLIC

Items and services a lobbying principal makes available to the general public

- Items and services are generally considered to be available to the general public if they are available to anyone who wants or is eligible for the item or service without any preference or advantage to state officials.
  - Preferential treatment includes advanced notice to state officials that the items or services are available.



# NEW!! "LOBBY DAYS" EXCEPTION

- 2021 Act 266 (Effective April 17, 2022)
- Allows covered officials to attend meetings with clubs, conventions, special interest groups, political groups, school groups, and other gatherings to discuss government functions, operations, proposals, and issues
- Not required to pay the cost of admission
- However, for an official to accept food, beverages, or other items included in the cost of admission, the official must pay the actual cost of the food, beverage, or item(s)





# EXCEPTIONS TO §13.625

## CAMPAIGN CONTRIBUTIONS

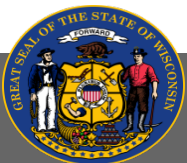
- A lobbyist may make a personal contribution to a **partisan elected official or candidate for partisan state office** from the first day authorized by law for the circulation of nomination papers until general election day or special election day
- A lobbyist may make a personal contribution to a **legislator** from the first day authorized by law for the circulation of nominations papers until general or special election if the Legislature has concluded its final floor period and is not in special or extraordinary session (check <https://legis.wi.gov>)

Contributions to candidates for local and non-partisan office allowed if not currently holding a partisan office

Contribution on behalf of a committee may be delivered at any time

\*note: this restriction applies to lobbyists that represent limited lobbying principals

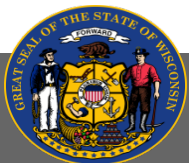
[WIS. STAT. § 13.625\(1m\)b](#)



# MORE EXCEPTIONS TO §13.625

- Reimbursement to an elected state official, candidate for state elective office, legislative employee, or agency official for expenses related to presenting a talk.
- Giving informational materials that are not of substantial value.
- Giving items or services of value to a relative or member of the same household.

**There are *even more* exceptions to §13.625. Contact us if you believe your circumstance qualifies as an exception *before* the event or activity takes place!**



# VIOLATIONS

## STANDARD SETTLEMENT SCHEDULES

### Late Filing of Semi-Annual Lobbying Report (§ 13.68)

Days Late	First Offense	Second or Greater Offense
2 business days	No action	Warning
3-5 days	Warning	\$50
6-15 days	Warning	\$100
16-29 days	\$50	\$250
30+ days	\$100	\$500

### Late Payment of Lobbying Fees (§ 13.75)

The lobbyist is responsible for the payment of their lobbyist license fee and the principal for the fees associated with the principal registration and lobbyist authorization. WIS. STAT. §§ [13.63](#), [13.75](#).

Days Late	Lobbyist	Principal
1-15	Warning	Warning
16-30	\$100	\$200
31-45	\$200	\$400
46+	\$300	\$600

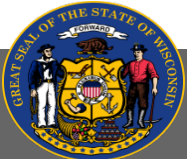
### Late Reporting of the First Communication on a Lobbying Matter (§ 13.67(1)) (Also known as Late Reporting of 15-Day Reports)

Late Reports	Percent of Total Effort	Forfeiture
1 <sup>st</sup> Occurrence of Late Reported Interest	< 10 percent	Warning
	>= 10 percent	\$25 Per Interest
2 <sup>nd</sup> Occurrence of Late Reported Interest	< 10 percent	\$50 Per Interest
	<= 10 percent	\$100 Per Interest
3 <sup>rd</sup> of Greater Occurrence of Late Reported Interest	Any	\$100 Per Interest

### Unauthorized Lobbying (§ 13.65)

Before engaging in lobbying on behalf of a principal, a lobbyist or the principal must obtain authorization for the lobbyist to represent the principal.

Violator	First Instance of Unauthorized Lobbying	Second Instance of Unauthorized Lobbying	Aggregate Total Maximum
Lobbyist	\$100 per excess communication	\$200 per excess communication	\$1,000
Principal	\$200 per excess communication	\$400 per excess communication	\$2,000



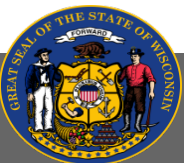


# POLLING QUESTION #5

How long do principals have to retain lobbying records?

- a. Five years after the legislative session**
- b. One year after the expense statement (SLAE) is submitted**
- c. Three years after the expense statement (SLAE) is submitted**

[Wis. STAT. § 13.68\(5\)](#)



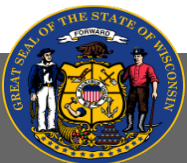
State of Wisconsin  
Ethics Commission

# POLLING QUESTION #5

How long do principals have to retain lobbying records?

**c. Three years after the expense statement (SLAE) is submitted**

[Wis. STAT. § 13.68\(5\)](#)

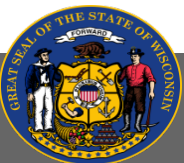


State of Wisconsin  
Ethics Commission

# RETENTION OF RECORDS

Each principal and each lobbyist engaged by a principal shall obtain, organize and preserve all accounts, bills, receipts, books, papers and other documents necessary to substantiate the expense statement, including an account identifying the amount of time that a principal and each of its authorized lobbyists spend on lobbying each day, **for 3 years after the date of filing the expense statement.** A principal may permit its authorized lobbyist to maintain any of the records identified in this subsection on its behalf.

[Wis. STAT. § 13.68\(5\)](#)

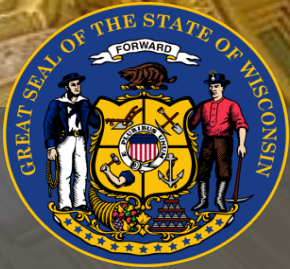






QUESTIONS?





State of Wisconsin  
Ethics Commission

## **NEW LOBBYING WEBSITE**

- **LOBBYIST LICENSE APPLICATION**
- **PRINCIPAL REGISTRATION**
- **LOBBYIST AUTHORIZATION**
- **PAYING FEES**





# LOBBYIST LICENSE APPLICATION



# LICENSING AND REGISTRATION

- *Screen*

Dashboard

Welcome TestCCG!

2021-2022 Legislative Session

Lobbyist Licenses

No lobbyist licenses found.

Start Application

Principal Registration

No principal registrations found.

Start Application

Fees Cart

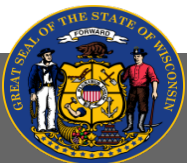
No pending fees found.

Checkout

FOCUS Subscriptions

No FOCUS subscriptions found.

Sign Me Up! Sign Someone Else Up



# LICENSE CERTIFICATION

## Social Security Number

Wisconsin Statutes §13.63(1) prohibit the Commission to issue a license to an applicant (1) who does not provide his or her Social Security number; (2) whom the Department of Revenue certifies is liable for delinquent taxes; (3) whom the Department of Children and Families certifies has failed to make court ordered child or family support payments; or (4) whom the Department of Workforce Development has certifies has failed to make required unemployment insurance contributions.

Wisconsin Statutes §13.69(6m) states that any principal, lobbyist or other individual acting on behalf of a principal who files a statement which he or she does not believe to be true is guilty of a Class H felony.

You must enter your nine digit social security number here:

## Lobbyist Certification

I certify that I am the lobbyist named below and that the above information is true and correct to the best of my knowledge, information, and belief.

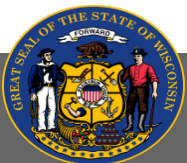
**Lobbyist Name** Collette Greve

**Application Date** 3/28/2022

Important: Only the actual lobbyist should certify this lobbyist license application while logged into the system using their own user account.

[Back](#)[Certify](#)

Reminder: The social security number is required, but kept confidential. The Commission only uses it to conduct license checks with other agencies.



# LICENSE SUBMISSION

**Your lobbyist license application has been submitted.**

[Edit Html Content](#)

Please Note:

Lobbying related fees are due within 14 days of submitting an application for a lobbyist license or principal registration. Fees submitted after 14 days from the date of application may be found in violation of Wis. Stats. §§[13.63](#), [13.75](#).

See the [standard settlement schedule](#) for late payment of lobbying related fees. Please Call Ethics Commission staff if you have questions about this.

In order for your license to be activated, you must meet the following criteria:

- The Wisconsin Ethics Commission must receive the appropriate payment
- The Department of Revenue must certify that you are not liable for delinquent taxes
- The Department of Workforce Development must certify that you are not liable for delinquent court ordered child or family support payments.

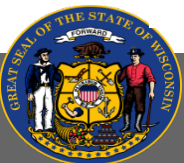
We will notify you if there are any problems during the processing of your application.

[Pay Fees](#)

[Subscribe to Focus](#)

[Edit Html Content](#)

Section 13.63(1) and 19.48(2), Wisconsin Statutes, authorize this form, completion of which is required of a person desiring to be licensed to lobby in Wisconsin. The Wisconsin Ethics Commission uses this information only in connection with administration of the lobby law and as required by §73.0301, Wisconsin Statutes, in connection with identification of people liable for delinquent tax and §49.857, Wisconsin Statutes, in connection with identification of people who have failed to make court ordered child or family support payments.



State of Wisconsin  
Ethics Commission

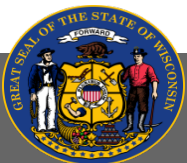


# DASHBOARD - LICENSE CERTIFICATION

## 2021-2022 Legislative Session

### Lobbyist Licenses

Name	Application Date	Status
 Collette Greve	3/28/2022	Create - Certified

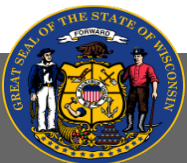


# DASHBOARD – LICENSE APPROVED

## 2021-2022 Legislative Session

### Lobbyist Licenses

Name	Application Date	Status
 Collette Greve	3/28/2022	Amend - Approved



# AMENDING A LOBBYIST LICENSE

## Lobbyist License: Collette Greve

License Type: Multiple

0000000000

colette.greve@wi.gov

View Details »

Surrender Lobbying License

➔

Amend Lobbying License







# PRINCIPAL REGISTRATION



# PRINCIPAL REGISTRATION

## Principal Registration

No principal registrations found.

[Start Application](#)

## Principal Registration

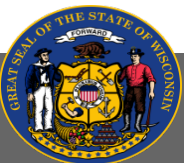
×

### New/Existing Principal

Principal \*

[Register Principal](#)

Principal Registration



State of Wisconsin  
Ethics Commission

# PRINCIPAL REGISTRATION

## Principal Information

Principal Name \*

Frankie's Books

Web Site Address

### In-House Contact Person

Name of in-house person the Wisconsin Ethics Commission may contact concerning lobbying issues.

First Name \*

Frankie

Middle Name/Initial

Last Name \*

Greve

### Mailing Address

Address \*

1234 Book St.

City \*

Oconomowoc

State \*

WI

Zip \*

53066

### Street Address

Address

City

State

Zip

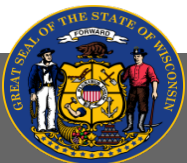
### Contact Methods

Phone \*

0000000000

Email Address \*

colette.greve@wi.gov





# PRINCIPAL REGISTRATION

## Correspondence Contact Person

Provide correspondent contact if different than In-House contact person.

Organization Name

Frankie's Books

First Name

Collette

Middle Name (Or Initial)

Last Name

Greve

## Mailing Address

Address

City

1234 Wisconsin St.

State

WI

Zip

53066

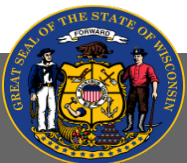
## Contact Methods

Phone

0000000

Email Address

colette.greve@wi.gov



# PRINCIPAL REGISTRATION

## Principal Nature/Interest

Select the principal nature/interest that best describes the registrant: \*

- ☒ Business Entity
- ☐ Industry, Trade, or Professional Association
- ☐ Governmental (not for profit)
- ☐ Labor Union (not for profit)
- ☐ Charitable/Religious/Civic/Other Not For Profit
- ☐ Individual

## Business Entity Information

Business Interest

Describe the business activity in which the entity is engaged

Book publishing and sales

### CEO Information

First Name

Frankie

Last Name

Greve

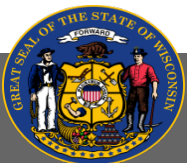
Title

CEO

Partners/Members

If a partnership or limited liability company, please list all partners/members

Failure to identify the real and true interests represented may result in imprisonment and a fine up to \$10,000. [Wis. Stat. §946.17](#).



# PRINCIPAL REGISTRATION - TOPICS

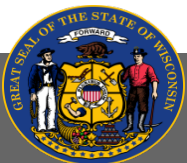
## Topics

### Eligible Topics

- ☐ Building materials
- ☐ Housing Development
- ☐ Select All

**Please note:** Entering a general topic in this section does not satisfy the lobbying principal's requirement to fully report lobbying interests. This information is only used to help convey to elected officials, appointed officials, and the public the areas of policy your organization has an interest in. If a principal has a lobbying communication on specific legislation, a budget bill subject, or an administrative rule, the principal should report an interest under those categories, even if they have already reported an interest in a similar topic.

Note: The registration currently includes a note that carry-over topics do not satisfy the requirement for reporting of lobbying interests (15-day reporting). With the updates to interest reporting in the new system, carry-over topics will now satisfy the reporting requirements. Any topics carried over will generate a new report for this Session.





# PRINCIPAL REGISTRATION – AUTHORIZATION

## Authorized Lobbyists

[Add Lobbyist](#)

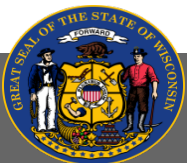
No authorized lobbyists found.

## Assigned Principal User Permissions

[Add User Permission](#)

**Collette Greve**

- Can Amend Principal Registration
- Can Pay Principal Fees
- Can Perform Principal 15 Day Reporting
- Can Perform Principal 6 Month Reporting

[Edit](#)[Back](#)[Save And Continue >](#)

# PRINCIPAL REGISTRATION – AUTHORIZATION

Lobbyist \*

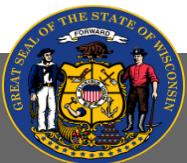
Please choose one of the following: \*

☐ Lobbyist's duties on behalf of the principal are exclusively limited to attempting to influence legislative or administrative action.

☐ Lobbyist's duties on behalf of the principal are not exclusively limited to attempting to influence legislative or administrative action.

Cancel Save

- If the name of the lobbyist is not listed, the lobbyist has not yet completed a license application. After the lobbyist complete his or her application, you will be able to complete the authorization.
- When an authorization is completed, it will be listed in this section of the registration, with an authorized date.
- Authorizations can be added, edited, or withdrawn throughout the Session.



# PRINCIPAL REGISTRATION SUMMARY

## Principal Registration Certification

### Frankie's Books

**Principal Lobbying Status**

This organization anticipates performing full lobbying activities.

### In-House Contact

Frankie C Greve

**Mailing Address**

1234 Book St  
Oconomowoc WI, 53066

☎ 000000000000

✉ [colette.greves@wi.gov](mailto:colette.greves@wi.gov)

### Business Entity Information

**Business Interest**

Book publishing and sales

**CEO Information**

Frankie Greve  
CEO

**Partners/Members**

### Correspondence Contact

Cheesehead Consulting  
Collette Greve

1234 Wisconsin St.  
Madison WI  
53703

☎ 000000000000

✉ [colette.greves@wi.gov](mailto:colette.greves@wi.gov)

### Areas To Lobby

**Areas of Lobbying**

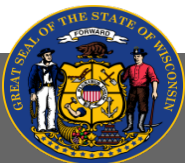
Matters relating to children's literature, publishing, book sales, book stores, libraries, literacy, and bedtime stories.

**Will Lobby State Agencies**

All

### Topics

- Test subject report





# PRINCIPAL REGISTRATION CERTIFICATION

## Authorized Lobbyists

**Collette Greve (Licensed)**

Cheesehead Consulting

Non-Exclusive Lobbyist

## Assigned Principal User Permissions

**Collette Greve**

- Can Amend Principal Registration
- Can Pay Principal Fees
- Can Perform Principal 15 Day Reporting
- Can Perform Principal 6 Month Reporting

**Colette Reinke**

- Can Perform Principal 15 Day Reporting
- Can Perform Principal 6 Month Reporting

## Principal Certification

This statement shall be signed, under the penalty for making false statements under [Wis. Stat. §13.69 \(6m\)](#), by an individual who is authorized to represent the principal. [Wis. Stat. § 13.64\(1\)](#).

I certify that the above information is true and correct to the best of my knowledge, information, and belief.

**Certifier Name** Collette Greve

**Registration Date** 3/28/2022

[Back](#)[Certify](#)

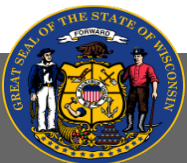
State of Wisconsin  
Ethics Commission

# PRINCIPAL REGISTRATION SUBMISSION

Your principal registration for your organization to lobby has been successfully submitted to the Wisconsin Ethics Commission for review.

Before your registration becomes active, you must pay the registration fee.




[Pay Fees](#)



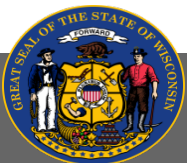
State of Wisconsin  
Ethics Commission

# PRINCIPAL REGISTRATION – DASHBOARD

## Principal Registration

Name	Application Date	Status
 Frankie's Books	3/30/2022	Amend - Approved
 Greve Homes		Create - Certified
 RCF Sports Management		Create - In-Progress

[Start Application](#)





# AMENDING A PRINCIPAL REGISTRATION

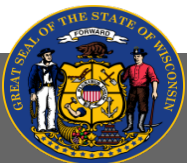
## Principal Registration: Frankie's Books ×

Principal Type: Full Lobbying

☎ 00000000000000  
✉ [colette.greve@wi.gov](mailto:colette.greve@wi.gov)

[View Details »](#)

[Cease Principal Activities](#) → [Amend Principal Registration](#)





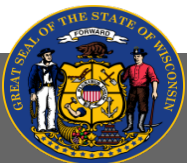


QUESTIONS?



# FOCUS

- FOCUS is an email subscription service that brings customizable lobbying information directly to your inbox every day.
- Select criteria of interest – “insurance”, “Assembly Bill 1”,  
The Ethics Commission will send you an email when any Eye On Lobbying activity takes place on that topic.  
*Neat!*
- \$100 per session





# WHERE TO GET MORE INFORMATION

- Wisconsin Ethics Commission website (<https://ethics.wi.gov>)
  - [Resources](#)
  - [Wisconsin Lobbying User's Guide](#)
  - [New Lobbying Website Recorded Webinar](#)
- Advisory Opinions  
[Prompt, confidential, authoritative]
- Wisconsin Ethics Commission staff
  - Phone: (608)266-8123
  - Email: [lobbying@wi.gov](mailto:lobbying@wi.gov)

