



State of Wisconsin  
Ethics Commission

# Eye on Lobbying

User's Guide

Fall 2018



lobbying@wisconsin.gov  
<https://lobbying.wi.gov>  
(608)266-8123

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# General Site Overview

Eye on Lobbying is Wisconsin's lobbying activity reporting system. The system is used for:

- Lobbyist licensing and authorization
- Lobbyist principal registration
- Reporting lobbying activities and expenditures

The Eye on Lobbying site is found at <https://lobbying.wi.gov>. Members of the public do not need a user account to access the site.

## Searching

There are three general ways to search for lobbyist and principal information:

- 'Who is Lobbying?'
- 'What Are They Lobbying About?'
- 'Principal Lobbying Efforts'

The Eye on Lobbying website uses an inclusive search technique. For example, searching for 'tax' would return results for tax, taxes, taxpayer, taxation, payroll tax, and other terms that include the word tax. Using a more specific term in like taxation, would not match with the word tax.

When searching for statutes, use a broad search term like 13 which would match with any reference to chapter 13 of the Wisconsin Statute. A more specific term of 13.63 would limit results to only those related to chapter 13.63 which covers lobbyist licensing.

If searching using a lobbyist's name and are unsure of spelling, use a partial name such as 'Beth' for someone named Elizabeth or Elisabeth.

If searching for a full list of lobbyists, lobbying principals, or state agency officials (legislative liaisons) that lobbying for their agency, go to the **Directories** tab on the navigation bar after logging in.

# User Accounts and Passwords

User accounts are not necessary to search for and view lobbying information that is available in Eye on Lobbying. A User Account is only needed to:

- Register a lobbying principal or amend a current registration
- Obtain a lobbyist license or amend a current license
- Complete a 15-day notification or 6 month report

Please contact the Wisconsin Ethics Commission if there are any issues with logging in such as: unsure of username, password, or of previous account.

## Creating an Account

1. To create a user account, click **Create a User Account** on the main left navigation bar.
2. Enter First Name, Last Name, Email Address, preferred User Name, and Password. User names generally use the formula FirstnameLastname (e.g., JoeSchmoe).
3. Click **Create Account**. The user account has been created! A confirmation email will be sent to the email address used to create the account.

**Eye On Lobbying**  
Wisconsin Ethics Commission

Home | Who Is Lobbying? | What Are They Lobbying About? | Principal Lobbying Efforts | Directories | FOCUS | Frequently Asked Questions

Welcome

About Lobbying In Wisconsin

Frequently Asked Questions

Registration And Licensing

Report Agency Legislative Liaisons

Submit 15 Day Report

Enter Lobbyist Hours

Submit 6 Month Report

Reset My Password

Log On

**Create A User Account** (1)

During the 2017-2018 Legislative Session

### Create User Account

You must create a User Account and log on if you would like to:

- Register a lobbying principal or amend a current registration
- Obtain a lobbyist license or amend a current license
- Complete a 15 day notification or 6 month report

You do not have to create a User Account to use this site if you want to search and view lobbying information to the public.

If you already have a User Name and Password for this site, please log on.

If you have any questions about the login process, please contact a G.A.B. staff member at (608) 261-2028.

**Account Information** (2)

First Name\*  
Paige

Last Name\*  
Ingham

Email address\*  
paige.ingham@gmail.com

User Name\*  
pingham

Password\*  
\*\*\*\*\*

Confirm password  
\*\*\*\*\*

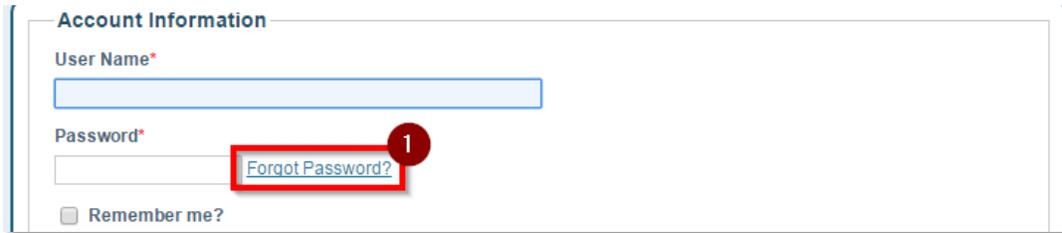
Passwords are required to be a minimum of 4 characters in length.

**Create Account** (3)

## Resetting a Password

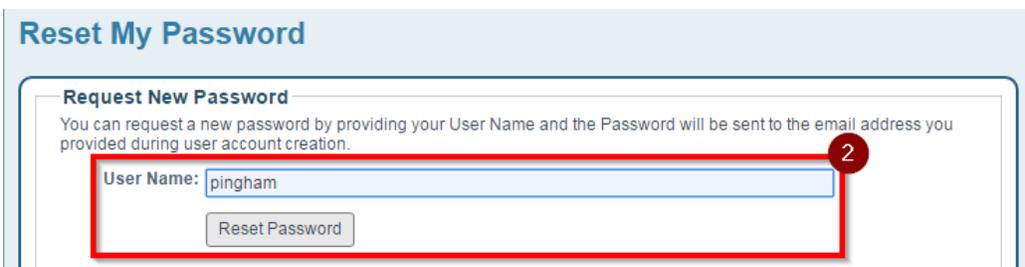
User Account passwords can be manually reset if forgotten.

1. From the Log On screen, click **Forgot Password?**



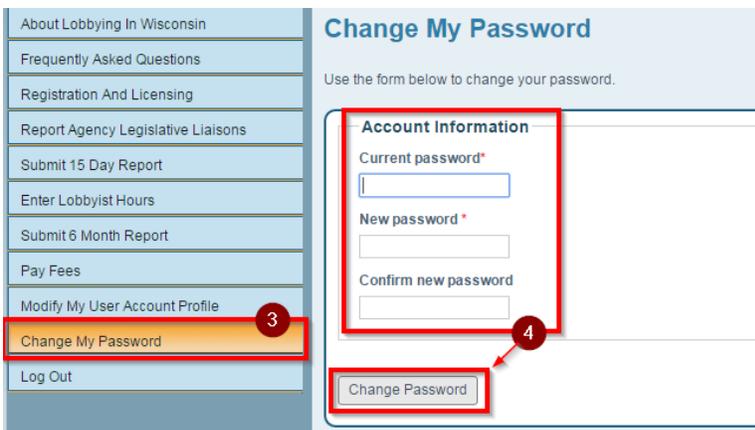
The screenshot shows the 'Account Information' section of a login form. It includes fields for 'User Name\*' and 'Password\*'. A red box highlights the 'Forgot Password?' link next to the password field, with a red circle containing the number '1' next to it. There is also a 'Remember me?' checkbox below the password field.

2. Enter the User Name in the available field and click **Reset Password**. A new system-assigned password will be sent to the email associated with the account.



The screenshot shows the 'Reset My Password' page. It has a heading 'Request New Password' and a sub-heading 'Request New Password'. Below this, there is a text box for 'User Name:' containing the text 'pingham'. A red box highlights the 'Reset Password' button, with a red circle containing the number '2' next to it.

3. When you receive the new password, log in to the account using the new password and manually change the password to something memorable using the **Change My Password** option on the main left navigation bar.
4. Enter the password that was emailed in the Current Password field and the desired password in the New Password and Confirm New Password fields, then click **Change Password**.



The screenshot shows the 'Change My Password' page. On the left is a navigation menu with items like 'About Lobbying In Wisconsin', 'Frequently Asked Questions', 'Registration And Licensing', 'Report Agency Legislative Liaisons', 'Submit 15 Day Report', 'Enter Lobbyist Hours', 'Submit 6 Month Report', 'Pay Fees', 'Modify My User Account Profile', 'Change My Password', and 'Log Out'. The 'Change My Password' item is highlighted with a red box and a red circle containing the number '3'. The main content area has a heading 'Change My Password' and a sub-heading 'Use the form below to change your password.'. Below this is the 'Account Information' section with fields for 'Current password\*', 'New password\*', and 'Confirm new password'. A red box highlights these three fields, with a red circle containing the number '4' next to it. At the bottom of the form is a 'Change Password' button, also highlighted with a red box.

## Forgotten Account Information



**Do not** create a new user account if there are problems logging in. Contact the Ethics Commission if there are any issues: (608)266-8123 or [lobbying@wisconsin.gov](mailto:lobbying@wisconsin.gov).

# Lobbyist Licenses

An individual must obtain a lobbyist license if they are employed by and/or receive compensation from a lobbying principal for the purpose of lobbying (attempting to influence legislative or administrative action by oral or written communication) on behalf of that principal and if they;

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

Wis. STAT. § [13.62\(11\)](#)

Exceptions:

- Individuals acting on behalf of themselves need *not* be licensed or authorized.
- Individuals representing the views of a business or organization but do so as an unpaid volunteer need *not* be licensed or authorized.
- Individuals representing the views of a business or organization they receive payment from but convey those views only to legislators elected from the Senate and Assembly districts in which they reside, need *not* be licensed or authorized.

Wis. STAT. § [13.621](#)

Lobbyist licenses are valid for one legislative session and expire on December 31<sup>st</sup> of every even numbered year. The Ethics Commission accepts lobbyist license renewals starting on December 1<sup>st</sup> of every even numbered year.

## Required Information on the Lobbyist License Form

- Lobbyist name
- Title/Division (optional)
- Employer
- Mailing address
- Location address (if different than mailing)
- Phone number(s)
- Email address
- Single/multiple principal license
- Usernames to give lobbyist permissions to
- Social security number (this information is kept confidential and only used to perform statutorily required checks)

Wis. STAT. § [13.63](#)

## Applying for a New Lobbyist License

1. Log in to the lobbyist's user account and click **Registration and Licensing** on the left navigation bar.
2. Click **Apply for a Lobbyist License** on the left navigation bar.
3. Click **For New Lobbyist** in the middle of the screen.
4. Enter the lobbyist's information (all fields with an asterisk are required) and click **Save and Continue** (Not pictured).
5. Choose either a *single principal lobbyist license* or a *multiple principal lobbyist license*. This will place the appropriate fees under the 'Pay Fees' tab, located on the left navigation bar of the log in screen.
6. Click **Save and Continue**.
7. Upload a .jpg photo of the user for their profile page, or click **Continue**. This is optional, but strongly encouraged.
8. **Add User Permissions** is *optional* and allows other Users access to this account to pay fees, file reports, or amend information.

schmoe, joe (joeschmo)	Can Amend Lobbyist License Can Pay Lobbyist License Fees Can Perform Lobbyist 6 Month Time Reporting	Lobbyist gets all permissions
------------------------	--	-------------------------------

Add User Permissions **8**

9. Enter the lobbyist's **Social Security Number**. The Ethics Commission uses this in collaboration with other agencies to verify eligibility to hold a lobbyist license. Wis. STAT. § [13.63\(1\)b](#).
10. **Certify** that the information is correct. *Once eligibility is confirmed and the lobbyist license fee is paid*, the user is able to legally lobby in the state of Wisconsin for the current session. Wis. STAT. § [13.63\(1\)](#).

### Social Security Number

Wisconsin Statutes [§13.63(1)] prohibit the Board 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; or (3) whom the Department of Workforce Development certifies has failed to make court ordered child or family support payments.

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

joe schmoe

#### Application Date

5/12/2017

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


Start Over

< Back



NOTE: Lobbyists are **not licensed** until the Ethics Commission receives the lobbyist's license fee payment and eligibility is confirmed with the Department of Children and Families, the Department of Workforce Development, and Department of Revenue.

## Renewing a Lobbyist License

Lobbyist licenses are valid for one legislative session and expire on December 31<sup>st</sup> of every even numbered year. Starting on December 1<sup>st</sup> of every even numbered year, the Ethics Commission accepts lobbyist license renewals.

**Apply For A New Lobbyist License**

For New Lobbyists **Previously Licensed Lobbyists**

**Incomplete Lobbyist License Applications**  
Below is a list of Lobbyist Licenses that you may have started, but not completed.

Please Select An Incomplete Lobbyist License Application:

None Found

Resume An Incomplete Lobbyist License Application

Delete An Incomplete Lobbyist License Application

1. Log in to the lobbyist's user account and click **Registration and Licensing** on the left navigation bar (not pictured).
2. Click **Apply for a Lobbyist License** on the left navigation bar (not pictured).
3. Click **Previously Licensed Lobbyist**. This page can also return to a previously started application by choosing the application to complete from the drop-down and clicking **Resume an Incomplete Lobbyist License Application**.

**Select Lobbyist**

Search Clear

Divine, David  
Doe, Janie  
Doe, Johnny  
Doeppers, Aaron  
Doggett, Dawn  
Donohue, William G

Found 2067 Of 2067 Records

Select Lobbyist

**Current Lobbyist Information Profile**

Start < Back **Continue >**

4. Type in the search field the previously licensed lobbyist's name and click **Search**. Click on the name of the lobbyist for renewal and click **Select Lobbyist**. The 'Current Lobbyist Information Profile' will autofill with the lobbyist information. Lastly, click **Continue**. Make any necessary updates to the lobbyist's contact information such as title, phone number, or email address and click **Save and Continue** once more (Not pictured).

5. Choose either a single principal lobbyist license or a multiple principal lobbyist license.
6. Click **Save and Continue**.
7. Upload a .jpg photo for the profile page. This is optional, but strongly encouraged. Click **Continue**.

**Please specify the type of lobbyist license you need**

I need a license to lobby on behalf of only one organization (Cost \$250)

I need a license to lobby on behalf of two or more organizations(Cost \$400)

Start Over < Back **Save And Continue >**

**Please upload a photo of yourself**

Photo Not Available

Upload

Start < Back **Continue >**

8. **Add User Permissions** is *optional* and allows other Users access to this account to pay fees, file reports, or amend information.

schmoe, joe (joeschmo)	Can Amend Lobbyist License Can Pay Lobbyist License Fees Can Perform Lobbyist 6 Month Time Reporting	Lobbyist gets all permissions
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**Add User Permissions**

9. Enter the lobbyist's **Social Security Number**. The Ethics Commission uses this to verify eligibility to hold a lobbyist license with other state agencies. Wis. STAT. § [13.63\(1\)b.](#)
10. **Certify** that the information is correct. *Once eligibility is confirmed and the lobbyist license fee is paid*, the user is able to legally lobby in the state of Wisconsin for the current session. Congratulations!

### Social Security Number

Wisconsin Statutes [§13.63(1)] prohibit the Board 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; or (3) whom the Department of Workforce Development certifies has failed to make court ordered child or family support payments.

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

joe schmoe

#### Application Date

5/12/2017

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


Start Over

< Back



NOTE: Lobbyists are **not licensed** until the Ethics Commission receives the lobbyist's license fee payment and eligibility is confirmed with the Department of Children and Families, the Department of Workforce Development, and Department of Revenue.

# Principal Registration and Lobbyist Authorization

A “principal” is any business or organization which employs or pays a lobbyist in any capacity. WIS. STAT. § [13.62\(12\)](#). Principals registered during a previous registration need to *renew* their registration. *Please* contact the Wisconsin Ethics Commission if there are any questions about past registration information.

Any person who is a principal by statutory definition and does not anticipate spending \$500 or more on lobbying activities may register with the Wisconsin Ethics Commission as a Limited Principal. Persons who believe they are eligible for a limited principal registration *must* contact the Ethics Commission before their application will be approved. WIS. STAT. § [13.621](#).

## Required Information on the Principal Registration Form:

- Principal name
- Contact person
- Principal mailing address
- Location address (if different than mailing)
- Correspondence contact person (optional)
- Principal nature/interest – business entity, industry/trade/professional association, governmental (not for profit), labor union (not for profit), charitable/religious/civic/other not for profit, or individual
- Agencies to be lobbied
- Full or limited lobbying status
- Lobbyists to authorize
- Usernames to give principal permissions to

WIS. STAT. §§ [13.64](#), [13.65](#)

## New Principal Registration and Lobbyist Authorization

1. Log in to the user account and click **Registration and Licensing** on the left navigation bar (not pictured).
2. Click **Register a Principal** on the left navigation bar.
3. Click **Register a New Principal** in the middle of the screen.



4. Enter the principal information; all fields with an asterisk are required and click **Save and Continue** (Not pictured).
5. Select the appropriate area of interest that best suits the principal and click **Save and Continue**.

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

**Principal Nature/Interest \***

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

Start Over   < Back   **Save And Continue >**

6. Enter business interests and contact information (all fields with a red asterisk are required), then click **Save and Continue** (not pictured).
7. Enter the policy areas that the organization may attempt to influence during the legislative session. Do *not* provide vague and uninformative statements such as “All matters related to the regulation of manufacturing,” instead, be as descriptive as possible. WIS. STAT. § [13.67\(1\)](#). This will assist members of the public, legislative employees and others in finding the principal in searches. Please also select the appropriate response regarding whether or not the principal will be lobbying state agencies, and if so, which agencies. If you are not certain, it is recommend that you leave ‘All’ selected. Click **Save and Continue**.

**Please enter the following information**

**Areas Of Lobbying \***  
Provide a reasonably specific descriptive narrative of the policy areas your organization may attempt to influence during the legislative session. Do not provide a vague and uninformative statement like “all matters affecting the organization.”

**Will Lobby State Agencies**  
Your registration authorizes you to lobby before all state agencies unless you select one of the other options below: \*

- All
- We will not appear before any state agencies
- We will only appear before the state agencies listed below:

**State Agencies To Be Lobbied**

Start Over   < Back   **Save And Continue >**

8. Designate if the principal will perform full or limited lobbying activities. Click **Save and Continue**.

**Principal Lobbying Status**

Please choose one of the following: \*

This organization anticipates performing full lobbying activities.

This organization does not anticipate exceeding \$500 in lobbying expenditures in a calendar year. In the event that the organization's lobbying expenditures exceed \$500 in one year, I will advise the Wisconsin Ethics Commission and register the organization within 10 days of exceeding the threshold.

Start Over < Back **Save And Continue >**

9. Click **Authorize Lobbyist**.

**Authorized Lobbyists**

Lobbyist Name	Status	Type	Commands
No records to display.			

**Authorize Lobbyist**

10. Type in the search field the *licensed* lobbyist's name and click **Search** (not pictured). Click on the name of the lobbyist to authorize and click **Select Lobbyist**. The 'Lobbyist Information' will autofill with the lobbyist information, please verify that this is the lobbyist to authorize. Choose the correct choice for the relationship between principal and lobbyist; if the lobbyist's duties are limited to attempting to influence legislative or administrative action on behalf of the principal or if their duties are not limited to attempting to influence legislative or administrative action. WIS. STAT. § [13.62\(11\)](#). Lastly, click **Save**.

**Lobbyist Information**

Lobbyist Name: David Divine  
Employer Name: Self Employed Contract Lobbyist  
Address: 123 Government Affairs Blvd  
City, State, Zip: Madison, WI 53703  
Phone: (555) 235-0987  
E-mail: [david.divine@wi.gov](mailto:david.divine@wi.gov)  
License Issue Date: 04/06/2017

Please select one of the following statements to describe the duties agreed upon by the principal and lobbyist: \*

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

11. If more lobbyists need to be authorized, click **Authorize Lobbyist** from this screen and repeat steps 9 and 10. If not, click **Continue**.

**Authorized Lobbyists**

Lobbyist Name	Authorized	Withdrawn	Status	Commands
Divine, David	10/31/2018		Licensed	<input type="button" value="Edit"/> <input type="button" value="Withdraw"/>
Dornala, Kavita R	10/31/2018		Licensed	<input type="button" value="Edit"/> <input type="button" value="Withdraw"/>
Bell, Brian	10/31/2018		Licensed	<input type="button" value="Edit"/> <input type="button" value="Withdraw"/>



**NOTE:** Lobbyists **must** be licensed **before** they can be authorized to lobby for a principal. *Unlicensed lobbyists will not show up when searching, see step 10.*

12. Verify User Permissions to this Principal's account. The principal controls which users have the ability to pay fees, submit reports and amend registration information. If other users do not need to be added at this time, click **Continue**. To add other users, click **Add User Permissions**, type the Username, click **Select User Account** and choose the permissions, then click **Save** (not pictured).

schmoe, joe (joeschmo)	Can Amend Principal Registration Can Pay Principal Fees Can Perform Principal 15 Day Reporting Can Perform Principal 6 Month Reporting	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
------------------------	---	---

**12**

13. Verify the Principal Registration Summary for accuracy, and click **Certify** (not pictured). This will place the appropriate fees under the 'Pay Fees' tab, located on the left navigation bar of the login screen. Congratulations! The Principal can now register for or against legislative matters and complete are required lobbying reporting activities.

## Re-register an Existing Principal and Lobbyist Authorization

Principal registrations are valid for one legislative session and expire on December 31<sup>st</sup> of every even numbered year. WIS. STAT. § [13.64\(2\)](#). Starting on December 1<sup>st</sup> of every even numbered year, the Ethics Commission accepts principal registration renewals.

1. Log in to a user account that has registration permissions for the principal and click **Registration and Licensing** on the left navigation bar (not pictured).
2. Click **Register A Principal** on the left navigation bar (not pictured).
3. Click **Re-register an Existing Principal**. Previously started applications can be accessed by choosing the application from the drop-down and clicking **Resume an Incomplete Principal Lobbying Registration**.

**Start A New Principal Registration**

Register A New Principal Re-register An Existing Principal

**Incomplete Principal Registrations**  
Below is a list of Principal Registrations that you may have started, but not completed.

Please Select An Incomplete Principal Registration:

None Found

Resume Incomplete Principal Lobbying Registration

Delete Incomplete Principal Lobbying Registration

4. Type in the search field the principal to reregister and click **Search**. Click on the name of the principal and click **Select Lobbyist**. The 'Principal Profile Information' will autofill with the principal information. Finally, click **Continue**. Make any necessary updates to the principal contact information such as title, phone number, email addresses, or correspondence contact, then click **Save and Continue** (Not pictured).

Search For Principal Names That Contain

Search Clear

CH2M Hill, Inc.  
Check Into Cash  
Cigar Store Alliance of Wisconsin Inc.  
Citigroup Washington, Inc.  
City of Superior  
Clean Lakes Alliance  
COALITION FOR CHILDREN, YOUTH & FAMILIES

Select Principal

**Principal Profile Information**

Start Over < Back Continue >

5. Select the appropriate area of interest that best suits the principal and click **Save and Continue**.

Select the principal nature/interest that best describes the registrant

Principal Nature/Interest \*

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

Start Over < Back **Save And Continue >**

6. Enter business interests and CEO information (all fields with a red asterisk are statutorily required). Then click **Save and Continue** (not pictured).

7. Enter the policy areas that the organization may attempt to influence during the legislative session. Wis. STAT. § [13.64\(3\)](#). Do *not* provide vague and uninformative statements such as “All matters related to the regulation of manufacturing,” instead, be as descriptive as possible. This will assist members of the public, legislative employees and others when searching for the principal. Please also select the appropriate response regarding whether or not the principal will be lobbying state agencies, and if so, which agencies. If you are not certain, it is recommend that you leave ‘All’ selected. Click **Save and Continue**.

Please enter the following information

**Areas Of Lobbying \***  
Provide a reasonably specific descriptive narrative of the policy areas your organization may attempt to influence during the legislative session. Do not provide a vague and uninformative statement like “all matters affecting the organization.”

**Will Lobby State Agencies**  
Your registration authorizes you to lobby before all state agencies unless you select one of the other options below: \*

- All
- We will not appear before any state agencies
- We will only appear before the state agencies listed below:

**State Agencies To Be Lobbied**

Start Over < Back **Save And Continue >**

8. Designate if the principal will perform full or limited lobbying activities. Click **Save and Continue**.

**Principal Lobbying Status**

Please choose one of the following: \*

This organization anticipates performing full lobbying activities.

This organization does not anticipate exceeding \$500 in lobbying expenditures in a calendar year. In the event that the organization's lobbying expenditures exceed \$500 in one year, I will advise the Wisconsin Ethics Commission and register the organization within 10 days of exceeding the threshold.

Start Over < Back **Save And Continue >**

9. Click **Authorize Lobbyist**.

**Authorized Lobbyists**

Lobbyist Name	Status	Type	Commands
No records to display.			

**Authorize Lobbyist**

10. Type in the search field the *licensed* lobbyist's name and click **Search** (not pictured). Click on the name of the lobbyist to authorize and click **Select Lobbyist**. The 'Lobbyist Information' will autofill with the lobbyist's information. Choose if the lobbyist's duties are **exclusive or not exclusive** to lobbying activity. WIS. STAT. § [13.62\(11\)](#). Finally, click **Save**. If more lobbyists need to be authorized click **Authorize Lobbyist** from this screen, and repeat steps 9 and 10. If not, click **Continue** (not pictured).

**Lobbyist Information**

Lobbyist Name: David Divine  
Employer Name: Self Employed Contract Lobbyist  
Address: 123 Government Affairs Blvd  
City, State, Zip: Madison, WI 53703  
Phone: (555) 235-0987  
E-mail: [david.divine@wi.gov](mailto:david.divine@wi.gov)  
License Issue Date: 04/06/2017

Please select one of the following statements to describe the duties agreed upon by the

Lobbyist's duties on behalf of the principal are exclusively limited to attempting to influence action

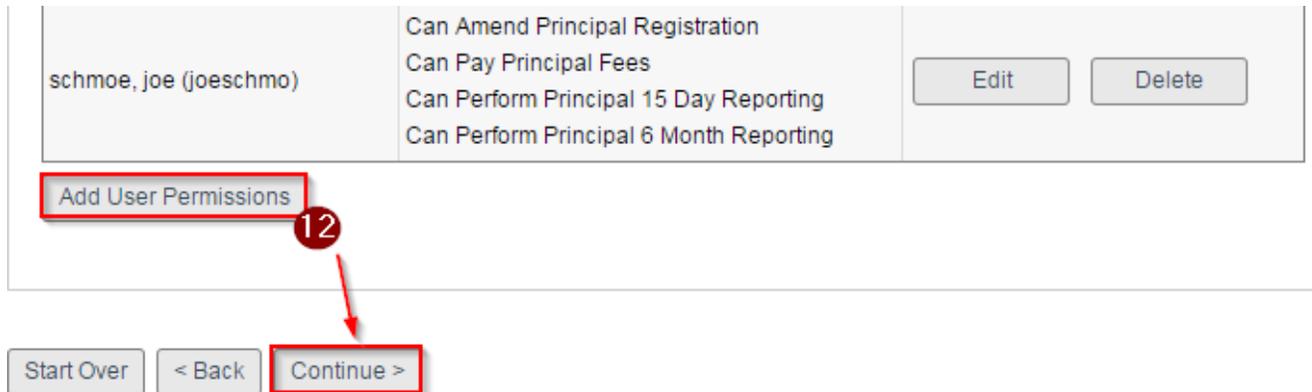
Lobbyist's duties on behalf of the principal are not exclusively limited to attempting to influence administrative action

Cancel Save



NOTE: Lobbyists **must** be licensed **before** they can be authorized to lobby for a principal. *Unlicensed lobbyists will not show up when searching, see step 10.*

11. Verify User Permissions to this Principal's account. The principal controls which users have the ability to pay fees, submit reports and amend registration information. If other users do not need to be added at this time, click **Continue**. To add other users, click **Add User Permissions**, type the Username, click **Select User Account** and choose the correct permissions, then click **Save** (not pictured).
12. Verify the Principal Registration Summary for accuracy, and click **Certify** (not pictured). This will place the appropriate fees under the 'Pay Fees' tab, located on the left navigation bar of the login screen. The Principal can now register for or against legislative matters and complete are required lobbying reporting activities.



# Paying Fees

There are three steps a lobbying organization (principal) must take to remain compliant with lobbying law:

1. License the organization's lobbyist(s)
2. Register the organization, and
3. Authorize its lobbyist(s)

There are different fees for *each* of these steps. Wis. STAT. § [13.75](#). Through the registration and authorization process, fees will accrue and can be paid online with a credit card or bank account, or through mail with a check. *Fees paid with a credit card will generate a convenience fee included with the total at checkout.*



NOTE: Fees are only visible in user accounts that have been given permissions to pay fees.

1. Log in to the user account and click **Pay Fees** on the left navigation bar (not pictured). This is the “cart,” which shows all of the fees accrued if an application for a lobbyist license, principal registration, lobbyist authorization, or focus subscription has been filled out.
2. Select the fees to pay by checking the box to the left of each itemized fee, then click **Review and Check Out**. From this screen fees that were added accidentally can be cancelled by selecting them and clicking **Cancel Selected Fees**. *Be careful when cancelling fees: fees only reappear when the application process has been completed again.*

Select the items you would like to pay for now and click "Review and Check Out":

<input type="checkbox"/>	Item	Principal	Session	Price
<input type="checkbox"/>	Single to Multiple Principal Lobbying License Amendment - Caroline Russell		2017 Regular Session	\$150.00
<input type="checkbox"/>	Focus Subscription - Per Legislative Session - Caroline Russell		2017 Regular Session	\$100.00

Total: \$0.00

3. Click **Pay Online** or **Pay with Cash or Check** (not pictured). Online payments can be made with a bank account, or a credit card with an additional convenience fee.

- An E-payments services window will come up for *online payments*. Make sure the **amount due** is correct and save the **reference number** at the top of the screen for record keeping. Fill out the contact information and choose the payment method (not pictured).



**State of Wisconsin**  
**e-Payment Services**

---

**Make a Payment**

My Payment

**Wisconsin - Eye On Lobbying**

**Amount Due** \$250.00

**Reference Number** 4229

- Fill in credit card or bank account information and click **Continue**.

Payment Method

**Payment Method** Credit/Debit Card ▾

**Card Number**  

**Expiration Date** Month ▾ Year ▾

**Card Security Code**  ⓘ

Process this credit card as an ATM debit card if eligible ⓘ

**Card Billing Address**  Use my contact information address

Use a different address

A convenience fee will be charged for this transaction. This fee amount will display on the next page where you will be able to cancel or confirm your payment.

**Continue** [Cancel](#)

- Verify the payment details, payment method, billing address, and contact information. Click **Confirm** (not pictured). Please keep a paper or electronic copy of the payment confirmation for records. An email notification will be sent to the email associated with the account to confirm that payment was submitted.
- For *cash or check payments* click **Pay with Cash or Check** and a PDF invoice will pop up in an additional browser window. Download the invoice, print and return it either by mail or in-person for a check, or in-person only for cash.



Veterans – please visit the Wisconsin Department of Veterans Affairs Website to check for eligibility for a free lobbyist license.

<http://dva.state.wi.us/Pages/educationEmployment/Fee-Waiver-List.aspx>

# 15-Day Reporting

Principals must report to the Ethics Commission each bill, budget bill subject, proposed rule, and topic on which the organization makes a lobbying communication. After the first five occurrences of lobbying activity, the principal must report all activity to the Ethics Commission *within 15 days of the first lobbying communication on the bill/subject/topic/rule*. WIS. STAT. § [13.67](#). If a principal is very active, best practice is to submit a 15 day report every fifteen days. Do not wait until Statements of Lobby and Expenditures (SLAE) are due, because that deadline is more than 15 days after the deadline to submit a 15 day report and the principal will be penalized.

If a topic is going through many legislative transformations, the reporting on that topic should reflect the state of the matter at the time of communication with officials. For example: if a principal lobbies on a topic and believes it may be included in the upcoming budget proposal, the topic must be reported as a *topic* first. If the topic then is taken up in the budget bill and the principal continues to lobby on it, the topic should now be reported as a *budget bill subject*, after they are published. If the matter now a part of a *budget bill subject* is removed from the budget, but is still being lobbied on as a standalone bill, it should again be reported as a *topic*. If that *topic* is introduced as a standalone bill, lobbying activity on it must now be reported as a *legislative proposal*.

## Required Information for Submitting a 15-Day Report:

- Legislative Proposal:
  - House (Senate/Assembly)
  - Proposal type (bill, resolution, joint resolution)
  - Bill number
  - Session
  - Interest notification date
  - Reporting period
  - Position
  - Comments
- Budget Bill Subject:
  - Name of budget bill subject
  - Interest notification date
  - Reporting period
  - Position
  - Comments
- Proposed Rules:
  - Agency name
  - Proposed rule number
  - Interest notification date
  - Reporting Period
  - Position
  - Comments
- Topics:
  - Interest notification date
  - Reporting period
  - Topic subject
  - Action type (legislative matter/Rule by state agency/both legislative matter and rule)



Budget Bill Subjects are published generally within a few days of the proposal of the budget, with titles from their “relating to” clause, and may not exactly match a topic. This is not an error, but is because topic titles are determined by principals when they self-report.

## Legislative Proposals

1. Log in to the user account and click **Submit 15 Day Report** on the left navigation bar (not pictured).
2. Click the appropriate option for registering an interest—which in this case is a legislative proposal. Be sure to choose the correct principal from the drop-down menu and click **Next >** (not pictured).
3. Search for the bill, joint resolution, or resolution by number or by key word in the bill’s “relating to” clause (in the example, the search text is “tax.” Click **Next >**.
4. Click **Select** next to the appropriate bill, joint resolution, or resolution.

**Search for a Legislative Proposal**

House  
Assembly

Proposal Type  
Bill

Bill Number

Legislative Session  
2017 Regular Session

Search Text  
If you do not know the bill's number enter one or more keywords used i  
tax

< Back   Next >

### Select a Legislative Proposal

Bill	Select
<b>Assembly Bill 81</b> Relating to: technical changes to the tax incremental financing statutes. (FE)	Select
<b>Assembly Bill 108</b> Relating to: creating a corporate income and franchise tax credit for amounts contributed by an employer into an employee's college savings account. (FE)	Select

5. Be sure the *Interest Notification Date* is accurately reflects the day the lobbyist had communication on the bill. The field auto-populates with the current date if not changed. Next, ensure the *Interest Reporting Period* is accurate. Add any comments from the principal, a document such as a memo, and/or a link to a website. Click **Continue**.
6. Ensure that the information regarding the principal's position, the reporting period, and the interest notification date is correct. Click **Submit**. Eye on Lobbying will send a confirmation of the 15 day report email.

Interest Notification Date  
 5

Interest Reporting Period  
 January 2017 to June 2017  
 July 2017 to December 2017  
 January 2018 to June 2018  
 July 2018 to December 2018

Position  
 For  
 Against  
 Other  
 Undisclosed

Comments  
 You may enter a brief comment (up to 250 characters)  
  
 250 character(s) remaining

Supporting Document  
 You may attach a supporting document (.pdf, .doc, .txt, .rtf ONLY)

Web Site URL  
 You may include a url (link) to a website  
  
 250 character(s) remaining

via

Assembly Bill 108  
 Relating to: creating a corporate income and franchise tax credit college savings account. (FE)

email.

You are about to create the following new interest report:  
**Assembly Bill 108**

Interest Notification Date  
 May 31, 2017

Interest Reporting Period  
 January 2017 to June 2017

Position  
 ? Undisclosed

Report Date  
 May 31, 2017

6

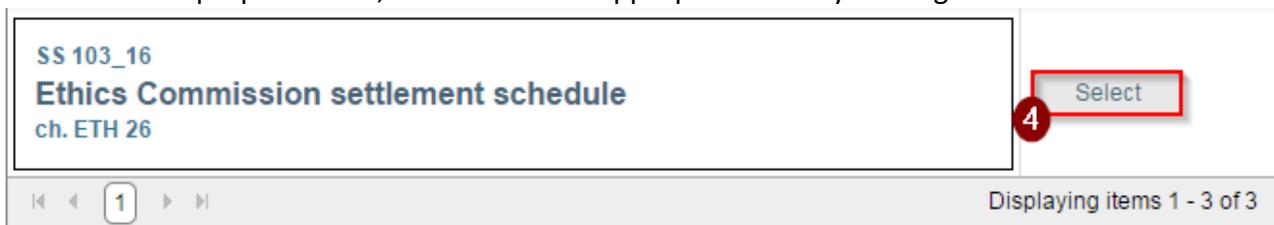
## Budget Bill Subjects

Budget bill subjects are published by the Wisconsin Ethics Commission in Eye on Lobbying within five days of publication by the Legislative References Bureau. Until budget bills subjects are published, they should be reported as topics in 15-day reports.

1. Log in to the user account and click **Submit 15 Day Report on the left navigation bar** (not pictured).
2. Click the appropriate option for what registering interest—which in this case is a Budget Bill Subject. Be sure to choose the correct principal from the drop-down menu and click **Next >** (not pictured).
3. Search for the budget bill subject from the drop-down menu, and chose the appropriate subject. Click **Next >** (not pictured).
4. Be sure the *Interest Notification Date* accurately reflects the day the lobbyist had communication on the budget bill subject. The field auto-populates with the current date if not changed. Next, ensure the *Interest Reporting Period* is accurate. Add comments from the principal, a document such as a memo, and/or link to a website. Click **Continue**.
5. Ensure that the information regarding the budget bill subject and the interest notification date are correct. Click **Submit** (not pictured). Eye on Lobbying will send a confirmation of the 15 day report via email.

## Proposed Rules (Rule-Making Proceeding)

1. Log in to the account and click **Submit 15 Day Report on the left navigation bar** (not pictured).
2. Click the appropriate option for registering interest—which in this case is a Proposed Rule. Be sure to choose the correct principal from the drop-down menu and click **Next >** (not pictured).
3. Search for the agency that is proposing the rule from the drop-down menu, and choose the appropriate agency. Click **Next >** (not pictured).
4. Search for the proposed rule, and choose the appropriate one by clicking **Select**.



5. Be sure the *Interest Notification Date* accurately reflects the day the lobbyist had communication on the proposed rule. The field auto-populates with the current date if it is not changed. Next, ensure the *Interest Reporting Period* is accurate. Then choose the principal's position on the proposed rule. Add comments from the principal, a document such as a memo, and/or a link to a website. Click **Continue**.
6. Ensure that the information regarding the principal's position, the reporting period, and the interest notification date is correct. Click **Submit**. Eye on Lobbying will send a confirmation of the interest via email.

**Interest Notification Date**  
5/31/2017  5

**Interest Reporting Period**  
 January 2017 to June 2017  
 July 2017 to December 2017  
 January 2018 to June 2018  
 July 2018 to December 2018

**Position**  
 For   
 Against   
 Other   
 Undisclosed 

**Comments**  
You may enter a brief comment (up to 250 characters)  
  
250 character(s) remaining

**Supporting Document**  
You may attach a supporting document (.pdf, .doc, .txt, .rtf ONLY)

**Web Site URL**  
You may include a url (link) to a website  
  
250 character(s) remaining

## Ethics Commission (ETH)

Ethics Commission settlement schedule

Register Date: Oct 31, 2016 Register Number: 103\_16

**Interest Notification Date**

May 31, 2017

**Interest Reporting Period**

January 2017 to June 2017

**Position**

 Undisclosed

**Report Date**

Jun 1, 2017

6

## Topics

1. Log in to the user account and click **Submit 15 Day Report on the left navigation bar (not pictured)**.
2. Click the appropriate option to register interest in—which in this case is a Topic. Be sure to choose the correct principal from the drop-down menu and click **Next >** (not pictured).
3. Enter the correct *Interest Notification Date*. The field auto-populates with the current date if it is not changed.
4. Choose the correct *Interest Reporting Period*.
5. Enter the *Topic Subject*. This should be a very concise description of the topic that was discussed and should be similar to a bill's "relating to" clause.
6. Choose the type of action that this topic relates to. This can be thought of as the goal of the communication. Upload a file documenting the principal's position or a website.
7. Click **Continue**.
8. Ensure that the information regarding the principal's position, the reporting period, and the interest notification date is correct. Click **Submit** (not pictured) Eye on Lobbying will send a confirmation of the 15 day report via email.

**Specify Your Position and Comments**

**Interest Notification Date**  
6/1/2017  3

**Reporting Period**  
 January 2017 to June 2017  
 July 2017 to December 2017  
 January 2018 to June 2018  
 July 2018 to December 2018 4

**Topic Subject**  
Provide a concise description of the subject you are lobbying on as if it were a bill's "relating clause", e.g., The taxation and regulation of spotted dogs in urban areas.  
5  
250 character(s) remaining

**Action Type**  
This topic relates to the development, drafting, introduction or consideration of or action on a:  
Search All 6

**Supporting Document**  
You may attach a supporting document (.pdf, .doc, .txt, .rtf ONLY)

**Web Site Url**  
You may include a url (link) to a website  
 250 character(s) remaining

7



NOTE: Do **not** use "All matters relating to X" as a topic. Topics must be specific, and should be similar to a bill's "relating to clause". If you have questions about what to title a topic, please contact the Ethics Commission.

Do **not** describe the communication that took place (e.g., "Spoke with Rep. X's office about the possible effects Y could have on Z and set up another meeting). Be as *informative* as possible while remaining *succinct*.

## Amending a 15-Day Report

If information in a previous 15-Day Report was entered incorrectly, or the principal or lobbyist would like to change any information in the 15-Day Report or delete the interest, they can do so by *amending that report*.

1. Log in to the user account and click **Submit 15 Day Report** on the left navigation bar (not pictured).
2. Click the appropriate option for amending—legislative proposal, budget bill subject, proposed rule, or topic. Be sure to choose the correct principal from the drop-down menu and click **Next >** (not pictured).
3. Choose the appropriate search criteria for the legislative proposal, budget bill subject, proposed rule, or topic to amend. Then click **Next >**.

— **Search for a Legislative Proposal** —

House  
Assembly

Proposal Type  
Bill

Bill Number  
\_\_\_\_\_

Legislative Session  
2017 Regular Session

Search Text  
If you do not know the bill's number enter one or more keywords used  
tax

< Back   Next >

4. Be sure that the interest is the correct one to amend, and click **Edit** or **Delete** (not pictured). The Eye On Lobbying application will only allow you to delete a 15-day report within 24 hours of first reporting it. If you need to delete a report after the initial 24 hours, please contact the Ethics Commission.
5. Change information as necessary and click **Update**.
6. Ensure that all information is correct. Click **Submit**. Eye on Lobbying will send a confirmation of the change via email (not pictured).



NOTE: Please refrain from amending reports more than necessary. If you are experiencing issues with how to report or find yourself consistently amending information, please contact the Ethics Commission.

**Position**

- For
- Against
- Other
- Undisclosed

**Comments**

You may enter a brief comment (u

250 character(s) remaining

**Supporting Document**

You may attach a supporting docu

**Web Site Url**

You may include a url (link) to a w

250 character(s) remaining

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5

# Statements of Lobbying Activities and Expenditures (SLAEs)

Each registered lobbying principal must complete a Statement of Lobbying Activity and Expenditures (SLAE) every six months of the two-year legislative session. There are five steps to complete a SLAE, which are outlined in the following subsections.

## Required Information for the Statement of Lobbying Activity and Expenditures:

- Lobbyist time report
- Non-Lobbyist time report
- Time and Expenditure Summary
  - Lobbyists: Hours and Payments
    - Lobbying payments
    - Reimbursement for travel expenses
    - Reimbursement for all other expenses
  - Non-Lobbyist Employees: Hours, Compensation and Reimbursement
    - Salary attributable to lobbying
    - Reimbursement for travel expenses
  - Public Relations, Research, Volunteer Expenses and Other Lobbying
    - Public relations
    - Paid advertising (if in excess of \$500 in one six month period)
    - Research Expenses
    - Volunteer expenses/reimbursement for travel expenses
    - All other lobbying expenses
  - Non-Lobbyist Employees Who Devoted time to Lobbying Communication
  - Payment or Reimbursement to Officials
- Allocation of Lobbying Effort
  - Bills
  - Budget Bill Subjects
  - Administrative Rules
  - Topics
  - Minor Efforts
  - Other Matters

Wis. STAT. § [13.68](#)

## Lobbyist Time Report

1. Log into the user account and click **Enter Lobbyist Hours** on the left navigation bar. This screen can also be accessed by clicking **Submit 6 Month Report** then **Enter Lobbyist Hours** (not pictured).
2. Choose the reporting period, lobbyist, and principal and click **Report Lobbyist Time**.

**2017-2018 Legislative Session**

**Specify Reporting Period, Lobbyist, And Principal**

Reporting Period

Lobbyist Name

Principal Name

3. Choose the correct month by clicking the date (not pictured).
4. Enter information for each day of that month, making sure to differentiate between direct communication and “other,” such as preparation for a meeting, or a phone call. Click **Save Changes**. Do not proceed to the next month without saving changes. There is no limit to how frequently hours can be submitted.

<b>29 - Sunday</b>	<input type="text" value="0"/>	<input type="text" value="0"/>
<b>30 - Monday</b>	<input type="text" value="0"/>	<input type="text" value="0"/>
<b>31 - Tuesday</b>	<input type="text" value="0"/>	<input type="text" value="0"/>
<b>Sum Hours:</b>	<b>0.00</b>	<b>0.00</b>

5. When submitting the SLAE at the end of the six month reporting period, verify that the total hours are correct and click **Certify and Submit Time Report**. If submitting the SLAE, continue on to the
6. **Non-Lobbyist Time Report.**

### Total Lobbyist Hours

	Hours Communicating	Hours Other
<b>Total Hours:</b>	<b>0.00</b>	<b>0.00</b>

### Certification and Electronic Signature

I certify I am  and the information entered and reported to the Wisconsin Ethics Commission is an accurate record of my lobbying activities on behalf of American Red Cross.

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.

## Non-Lobbyist Time Report

Non-Lobbyist Time to be recorded is time that governmental affairs directors, senior managers, non-clerical employees (other than Lobbyists), and others who act under the organization's supervision or direction spent on lobbying-related activities. WIS. STAT. § [13.68\(1\)\(cm\)](#). Do not record the time of Lobbyist(s); that time is already reported in each Lobbyist's Time Report.

This time report must accurately reflect a daily accounting of time the organization spends on lobbying-related activities. There are a number of ways the organization can have individuals account for time spent on lobbying-related activities. Use any reasonable method that helps accurately record time spent on lobbying-related activities.

### Lobbying-related activities include:

- Efforts pertaining to the development, drafting, introduction, consideration, modification, adoption, rejection, review, enactment, or defeat of any bill, resolution, amendment, report, nomination, administrative rule or other matter by either house of the legislature.
- Efforts pertaining to the proposal, drafting, development, consideration, promulgation, amendment, repeal, or rejection by any agency of a rule.
- Communication, which includes talking (in person or by telephone) and meeting with elected officials, legislative employees, agency officials, and other state employees with decision-making authority for legislative or administrative action, as well as speaking at public hearings. This category does not include letter-writing.
- Other lobbying-related activities

This category includes time spent monitoring legislative and state agency activities; writing letters; meeting with members or employees of the organization, colleagues, and others to discuss lobbying issues and strategy; collecting, compiling, or analyzing facts, data, or other information; preparing to communicate with elected officials, legislative employees, agency officials, and other state employees with decision-making authority for legislative or administrative action; preparing correspondence; and preparing others to lobby.

### DO NOT record time spent:

- by the organization's licensed Lobbyist(s). That time should be recorded in each Lobbyist's Time Report.
- by clerical staff.
- by unpaid volunteers.
- by employees who have spent no more than 10 hours in lobbying-related activities.
- furnishing information in response to the request of an agency official (but include time furnishing information requested by legislators or legislative employees).
- traveling that does not include any lobbying-related activity.

1. Log into the user account and click **Enter Reports For Principals** on the left navigation bar. This screen can also be accessed by clicking **Submit 6 Month Report** then **Reports For Principals** (not pictured).

- Choose the reporting period and principal, and click **Report Lobbying Activities and Expenditures**.

**Specify Reporting Period And Principal**

Reporting Period  
 \*

Principal Name  
 \*

- Click **2. Non-Lobbyist Time Report** (not pictured).

- Enter information for each day of that month, making sure to differentiate between direct communication and “other,” such as preparation for a meeting, or a phone call. Click **Save Changes**. Do not proceed to the next month without saving changes. There is no limit to how frequently hours can be submitted.

29 - Sunday	<input type="text" value="0"/>	<input type="text" value="0"/>
30 - Monday	<input type="text" value="0"/>	<input type="text" value="0"/>
31 - Tuesday	<input type="text" value="0"/>	<input type="text" value="0"/>
<b>Sum Hours:</b>	<b>0.00</b>	<b>0.00</b>

## Total Non-Lobbyist Hours

	Hours Communicating	Hours Other
<b>Total Hours:</b>	<b>0.00</b>	<b>0.00</b>

5

- Once all non-lobbyist time has been entered for the reporting period, verify the Total Non-Lobbyist Hours and click **Continue**. This will bring up the **Time and Expenditure Summary** page.

## Time and Expenditure Summary

### Hours:

For each Lobbyist, hours will automatically be transferred to the organization's report once the Lobbyist has "certified" the Lobbyist's time report.

### Dollars:

For Lobbyists, enter payments and obligations the organization made or incurred during the reporting period to each Lobbyist for lobbying and lobbying-related activities (including retainers, fees, other compensation, and reimbursement of expenses that were charged separately). If two or more Lobbyists were retained from the same lobbying firm and are unable to allocate the portion of the total lobbying payment attributable to each, payment to the lobbying firm can be listed instead of to an individual Lobbyist.

For Lobbyists employed by the principal enter the portion of salaries the organization paid each employee-lobbyist for lobbying-related activities during the reporting period.

If the principal's compensation to the Lobbyist's combined payments for lobbying represent 85% or more of the individual's total compensation, the entire amount of compensation paid to the lobbyist can be reported.

### Section B: Non-lobbyist Employees: Hours, Compensation and Reimbursement

Hours: Hours will automatically be transferred from the daily itemized non-lobbyist time report to Section B.

Dollars: Enter the portion of salaries attributable to lobbying-related activities.

When making the computation disregard payments to an employee who devoted no more than 10 hours to lobbying-related activities during the reporting period. If the organization compensates an employee, and the combined payments for lobbying represent 85% or more of the individual's compensation, the entire amount of the compensation paid to the employee can be reported. WIS. STAT. § [13.68\(2\)\(a\)](#). Include salaries earned but not yet paid. Do not report amounts reported in a prior period.

### Section C: Public Relations, Research, Volunteers' Expenses and Other Lobbying Costs

Identify all lobbying expenses and obligations the organization made or incurred during the reporting period not already reported and not included in overhead. WIS. STAT. § [13.68\(1\)](#). Do not include fees paid to the Ethics Commission.

#### Include the following items:

- Contract Research. Payments and obligations for conducting, compiling, or preparing research, information, statistics, or analyses that would not have been incurred but for lobbying and costs of providing it to state officials.
- Research undertaken and used solely for lobbying. Report total amount of expenditures if research is used within 3 years of completion.

- Research undertaken for lobbying and used for additional purposes. Report only that portion of expenditures allocated for lobbying research (if used within 3 years of completing the research).
- Research undertaken for non-lobbying purposes and used in lobbying. Do not report an expenditure for research that would have been undertaken regardless of its use in lobbying.
- Public Relations. Costs for advertising and activities to urge the public to attempt to influence state legislation or administrative rules (if payments and obligations exceed \$500 for the reporting period).
- Volunteers' Expenses. Costs of persuading and assisting members or volunteers to attempt to influence state legislation or administrative rules and reimbursements of members and volunteers for activities that pertained to lobbying. Exclude travel-related expenses already reported for lobbyists and non-lobbyist employees.

**Section D: Non-lobbyist employees who devoted time to lobbying communications**

List the names of the organization's paid employees who, although not Lobbyists, spoke in person or by phone or wrote to a legislator, legislative employee, or agency official during the reporting period in order to influence legislative action or administrative rulemaking. WIS. STAT. § [13.68\(1\)\(cm\)](#)

**Section E: Payment or Reimbursement to Officials**

If the organization or its lobbyist paid or reimbursed an elected state official, state agency official, legislative employee, or candidate for elective state office, provide the date, the name of the recipient, and the amount of each payment. WIS. STAT. § [13.68\(1\)\(b\)](#). The organization is responsible for obtaining this information from its lobbyists and reporting it. Note that many state officials report to the Ethics Commission their receipt of payments exceeding \$50.

1. Log into the user account and click **Enter Reports For Principals** on the left navigation bar. This screen can also be accessed by clicking **Submit 6 Month Report** then **Reports For Principals** (not pictured).
2. Choose the reporting period and principal, and click **Report Lobbying Activities and Expenditures**.

**Specify Reporting Period And Principal**

Reporting Period

Principal Name

3. Click **3. Time And Expenditure Summary** (not pictured).
4. Enter all expenditure information in the corresponding drop-down menus. Save changes before moving on to another drop-down menu. Click **Continue**, which will bring up the
5. **Allocation of Lobbying Effort.**

The screenshot shows a web form with the following menu items:
 

- Contract Lobbyists: Hours And Payments
- In-House Lobbyists: Hours And Payments
- Non-Lobbyist Employees: Hours, Compensation And Reimbursement
- Public Relations, Research, Volunteer Expenses and Other Lobbying
- Non-Lobbyist Employees Who Devoted Time To Lobbying Communications
- Payment Or Reimbursement To Officials

 Below the menu items are three buttons: '< Back', 'Online Reporting Menu', and 'Continue'. A red box highlights the menu items, and a red arrow points from the 'Continue' button to the right. A small red circle with the number '4' is located at the bottom right of the menu items.

## Allocation of Lobbying Effort

Under Wisconsin's lobbying law, every organization that employs a Lobbyist identifies to the Ethics Commission matters on which they make lobbying communications (15-Day Reports). These communications may concern a bill, budget bill subject, proposed administrative rule, or a topic not assigned a bill or clearinghouse rule number. For each matter they reported on a 15-Day Report, the organization is to provide a reasonable estimate of the percentage of the organization's total lobbying-related time during the reporting period that is associated with that item. [Wis. Stat. § 13.68\(2\)\(b\)](#).



**NOTE:** Matters reported in your SLAE that should have been reported earlier due to 15-Day reporting requirements may result in a late filing penalty. You will need to enter those matters as 15-Day Reports in order to include them in your SLAE.

When estimating the portion of the organization's lobbying-related time associated with an item, account for development, planning, research, internal discussions, and communications with state officials and staff. If pertinent, include time spent developing or seeking introduction of a proposal and time that may have been spent prior to the organization's identification of an item. Account for the reported time of all Lobbyists as well as all time reported for non-lobbyist officers, directors, and employees. Express time as a whole percent from 1 to 100.

When estimating the portion of the organization's lobbying-related time associated with an item, treat each budget bill subject as a separate item. If the organization lobbied on two or more related items, use best judgment in assigning a reasonable estimate of the percentage of lobbying-related time associated with each item as a whole percent from 1 to 100.

### Minor Efforts

If it is estimated that the organization spent less than 10% of its lobbying-related time on a specific bill, proposed rule, budget bill subject, or topic, the organization may choose to record that estimate next to the item as described above. The organization may also choose to record one or more matters under "Minor lobbying efforts," which documents the amount of time the organization spent on minor items which accounted for less than 10% of the organization's total lobbying-related time.

## No Lobbying Communication

If the organization directed a portion of its total lobbying-related time toward matters on which the organization made no lobbying communication, record an estimate of the percentage of lobbying-related time the organization spent on those matters during this reporting period. Time estimates must total 100%.

1. Log into the user account and click **Enter Reports For Principals** on the left navigation bar. This screen can also be accessed by clicking **Submit 6 Month Report** then **Reports For Principals** (not pictured).
2. Choose the reporting period and principal, and click **Report Lobbying Activities and Expenditures**.

**Specify Reporting Period And Principal**

Reporting Period  
January 2017 to June 2017 \*

Principal Name  
Select One \*

Report Lobbying Activities And Expenditures

3. Click **4. Allocation of Lobbying Effort** (not pictured).
4. Enter interest in bills, subjects, rules, and topics *that have not already been submitted in a 15-Day Report*. Save changes before moving to another drop-down. Once all efforts have been entered, verify the totals at the bottom of the page and click **Continue** which will bring up **Verification of Totals and Certification**.

## Verification of Totals and Certification

1. Log into the user account and click **Enter Reports For Principals** on the left navigation bar. This screen can also be accessed by clicking **Submit 6 Month Report** then **Reports For Principals** (not pictured).
2. Choose the reporting period and principal, and click **Report Lobbying Activities and Expenditures**.

**Specify Reporting Period And Principal**

Reporting Period  
January 2017 to June 2017 \*

Principal Name  
Select One \*

Report Lobbying Activities And Expenditures

3. Click **5. Verification of Totals and Certification** (not pictured).
4. Review all of the information displayed on the screen for validity.
5. To manually enter overhead costs, click **Calculate Overhead**. If not, leave the default of \$0.00.
6. Do not certify the report until all time, expenditures and effort have been entered for the reporting period. Click **Certify and Submit to the Ethics Commission** (not pictured). Retain a copy of the SLAE for 3 years from its due date. Wis. STAT. § [13.68\(5\)](#).

# FOCUS

*FOCUS* is a subscription notification service managed by the Ethics Commission that provides a daily email summary of activities related to a user's lobbying interests. One subscription lasts for an entire 2-year legislative session, including special and extraordinary sessions, and only costs \$100 per email address. *FOCUS* allows you to choose to receive notifications based on keywords, statute chapters and sections, bills, budget bill subjects, administrative rules, and principals.

## Subscribe to *FOCUS*

1. To create a user account, click **FOCUS** on the top navigation bar.
2. Click **Subscribe to FOCUS**.



3. Log in using the user account (Not pictured).
4. Click either **A New FOCUS Subscription for You** or **A New Focus Subscription For Another User** (Not Pictured).
5. Enter all of the required information: first and last name, email, address, phone number.
6. **Assign Permissions** is *optional* and allows the user to give another person with an Eye on Lobbying User Account the ability to update or modify that person's FOCUS subscription.
7. Click **Continue**.
8. Verify that the information is correct, and click **Confirm**. This will place the *FOCUS* subscription fee under **Pay Fees** on the left navigation bar.

A screenshot of the 'FOCUS Subscriber' registration form. The form includes fields for 'First Name \*', 'Last Name \*', 'Email \*', 'Billing Address' (with sub-fields for Address1, Address2, City, State, Zip, and Phone), and a section for 'The subscriber is a:' with radio button options: Lobbyist, Administrative Professional, Member of the media, Legislative Employee, Student, and Other. A red box highlights the entire form area, and a circled '5' is at the bottom right corner.A screenshot of the 'Subscription Cost' confirmation screen. It shows a box with the text 'Subscription Cost \$100.00'. Below this, there are two buttons: '< Back' and 'Confirm' (highlighted with a red box and a circled '3').A screenshot of the 'Assign Permissions for Other Users' section. It features a radio button labeled 'Assign Permissions' (highlighted with a red box and a circled '6'). Below this section, there are two buttons: '< Back' and 'Continue >' (highlighted with a red box and a circled '7').

## Manage *FOCUS* Subscription

1. To manage a *FOCUS* subscription, click **FOCUS** on the top navigation bar.
2. Click **Manage FOCUS Subscription**.
3. Choose the appropriate subscription.
4. Click **Manage FOCUS Notification Criteria**.

5. Choose to be notified about keywords, statute chapters and sections, bills, budget bill subjects, administrative rules, and principals. Helpful tips are listed under each section.
6. For this example we chose to add a new bill.

7. Click **Add** for the appropriate bill. The bill will now be sent in the next *FOCUS* notification.

Bill Number	Related to	Commands
<a href="#">Assembly Bill 1</a>	Relating to: changing the 12 percent rule regarding the total value of taxable property included in the creation of, or amendment to, a tax incremental financing district in the village of Oostburg. (FE)	<b>Add</b> <span style="border: 1px solid red; border-radius: 50%; padding: 2px;">7</span>
<a href="#">Assembly Bill 2</a>	Relating to: various changes to bingo and raffles (suggested as remedial legislation by the Department of Administration).	Add
<a href="#">Assembly Bill 3</a>	Relating to: removing the gross income reporting requirement for wage garnishment and changing a reference to federal law (suggested as remedial legislation by the Department of Children and	Add

# Contact the Ethics Commission

For *any* questions regarding this manual, lobbying regulation in Wisconsin, or if you would like additional information, please contact us at:

**lobbying@wisconsin.gov**  
**<https://lobbying.wi.gov>**  
**(608)266-8123**

