



State of Wisconsin  
Ethics Commission

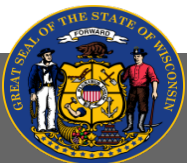
# **WISCONSIN LOBBYING: OVERVIEW AND BEST PRACTICES**

NOVEMBER 2024



# ETHICS COMMISSIONERS

Name	Title	Appointed By	Term Expires
Andrew Weininger	Commissioner	Vice Chair	5/1/2029
Gerald Ptacek	Commissioner	Governor	5/1/2026
Maryann Sumi	Chair	Assembly Minority Leader	5/1/2026
Carousel Bayrd	Commissioner	Senate Minority Leader	5/1/2029
Pat Strachota	Commissioner	Assembly Speaker	5/1/2026
Paul Higginbotham	Commissioner	Governor	5/1/2029



# WE'RE HERE TO HELP!

ETHICS COMMISSION STAFF

## **Administrator**

Daniel Carlton, Jr.

## **Assistant Administrator**

Colette Greve

## **Staff Counsel**

David Buerger

## **Program Staff**

Richard Bohringer

Coleman Maberry

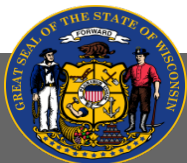
Thomas Jackson

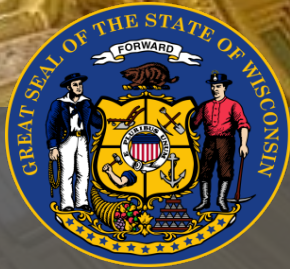
Chloe Ruppel

## **IT Staff**

Kavita Dornala

Ethan Fregien





## State of Wisconsin Ethics Commission

# LAY OF THE LAND

- LOBBYING DEFINITIONS
- THE THREE R'S OF LOBBYING
  - Registration and Website Demonstration
  - Reporting
  - Restrictions and Requirements



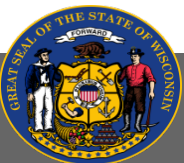
# LOBBYING Is...

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.
- Legislative action means the development, drafting, introduction, consideration, modification, adoption, rejection, review, enactment or defeat of any bill, resolution, amendment, report, nomination, proposed administrative rule or other matter by the legislature or by either house or any committee, subcommittee, joint or select committee thereof, or by a legislator or employee of the legislature acting in an official capacity. It also includes the action of the governor in approving or vetoing any bill or portion thereof, and the action of the governor or any agency in the development of a proposal for introduction in the legislature.
- Administrative action means the proposal, drafting, development, consideration, promulgation, amendment, repeal or rejection by any agency of any rule promulgated under ch. 227.

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

[Wis. STAT. § 13.62\(10\)](#)



# 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

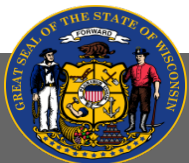
makes **any** lobbying communications if their duties **are limited** exclusively to the statutory definition of lobbying

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 (more on this in a later slide).

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.



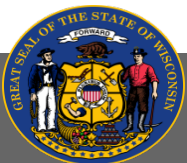
# LOBBYING COMMUNICATION

“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 by a member of the legislature, legislative employee, legislative committee from an agency;
- requests for information by 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.

[Wis. STAT. § 13.62\(1\), \(8\), AND \(10G\)](#)



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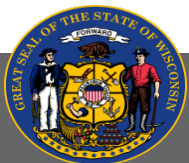


# LOBBYING COMMUNICATION

## 5 DAY THRESHOLD

### 5 Day Threshold for Lobbyist Registration

- This applies to anyone whose duties are **not** exclusively limited to lobbying. These individuals do not become a lobbyist and are not required to license or be authorized until he or she has made lobbying communications for at least 5 days.
- Lobbying communication is any oral or written communication with the purpose of lobbying on behalf of a principal. It includes, but is not limited to the following:
  - In-person meetings
  - Phone calls
  - Sending emails or letters
  - One-way or two-way communication



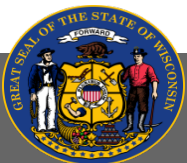


# WHAT IS A LOBBYING PRINCIPAL?

“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.

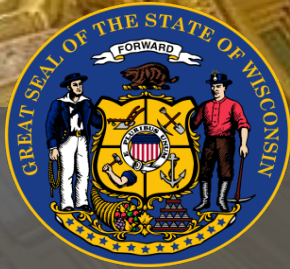






QUESTIONS?





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# THE THREE R'S OF LOBBYING

**R**EGISTRATION

**R**EPORTING

**R**ESTRICTIONS



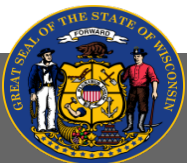


**REGISTRATION**



# LICENSE, REGISTRATION, AND AUTHORIZATION OVERVIEW

- Lobbyists personally are required to obtain a **license** either before or when he or she meets the definition of lobbyist.
  - A lobbyist only needs one license.
  - There are two types of licenses:
    - Single license – lobbying on behalf of 1 principal
    - Multiple license – lobbying on behalf of 2 or more principals.
- Principals are required to **register** either before or when it meets the definition of a principal.
- In addition to a lobbyist license and principal registration, lobbyists must be **authorized** by a principal either before or when he or she meets the definition of lobbyist.
- Each of these have fees that must be paid before being approved.



# LOBBYIST – LICENSING AND AUTHORIZATION REQUIREMENT

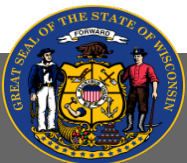
If your duties **are not limited** exclusively to the statutory definition of lobbying:

- 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** by a principal.
  - If you realize that you have been licensed and authorized 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 **licensed and authorized** before you have **any** lobbying communications
  - If you realize that you have been licensed and authorized after you've had a communication, contact Ethics Commission staff immediately

» Please note that providing user permissions does not authorize a lobbyist.





# PRINCIPAL - REGISTRATION AND AUTHORIZATION REQUIREMENT

If your entity employs a lobbyist(s) whose duties **are not limited** exclusively to the statutory definition of lobbying:

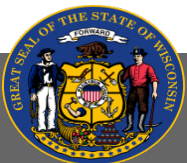
- In a 6-month reporting period, on the **5<sup>th</sup> day** of a lobbying communication by the lobbyist(s), is the absolute latest that the entity must be registered as a principal and have the lobbyist(s) authorized.
  - If you realize that you have registered and authorized after you've had a 5<sup>th</sup> communication, contact Ethics Commission staff immediately

If your entity employs a lobbyist(s) whose 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

» Please note that providing user permissions does not authorize a lobbyist.

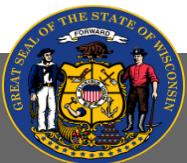
WIS. STATS. § [13.62 \(10\)](#)



# REGISTRATION OPENING

Registration for the 2025–2026 Legislative Session  
will open on Monday, December 2, 2024.

If you know you will be engaging in lobbying during the next session, you can obtain a license, register a principal, and authorize lobbyists early, before having met any of the definitions.



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# POLLING QUESTION #1

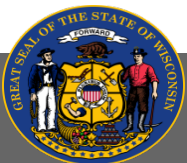
When does a paid lobbyist with “exclusively limited” duties have to obtain a license and authorization?

**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 \(10\)](#)



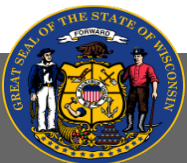
State of Wisconsin  
Ethics Commission

# 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**

**The lobbyist should also be licensed. Additionally, the principal should be registered.**





# STEP 1:

## APPLY FOR A LOBBYIST LICENSE

### Necessary Information:

Lobbyist Name

Title/Division (optional)

Employer

Mailing Address

Location Address (if different than mailing) (optional)

Phone number(s)

Email address

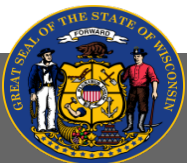
Single/Multiple Principal license

Username(s) of those you wish to have user permissions for your lobbyist license

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

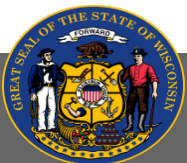
"Full" or "limited lobbying" status

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](#)

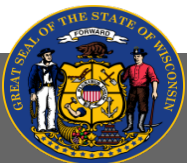


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# REGISTRATION – AUTHORIZING A LOBBYIST

- 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 licensed lobbyist(s) 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

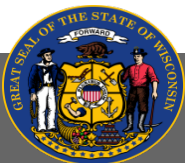
✉️ colettee.greve@wi.gov

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



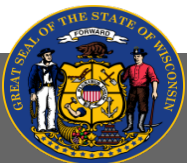
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# POLLING QUESTION 2

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.

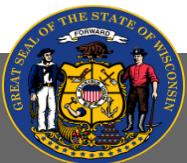
- **True**
- **False**



# 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 until the fee is paid. As the authorization is not approved, the website will not display a date along with the lobbyist's name in the authorization sections.**

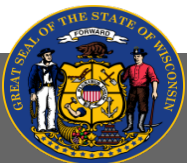




## STEP 3: PAY FEES (PER LEGISLATIVE SESSION)

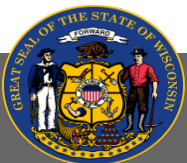
Single Lobbyist License	\$250
Multiple Lobbyist License	\$400
Authorization to Lobby	\$135
Principal Registration	\$385
Limited Principal Registration	\$20
FOCUS Subscription	\$100

WIS. STATS. §§ [13.63](#), [13.75](#)



# 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 30 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.







## LICENSING, REGISTRATION, AND AUTHORIZATION DEMONSTRATION



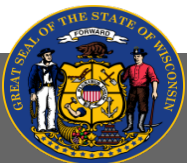


QUESTIONS?



# 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)



# REPORTING OF LOBBYING INTERESTS

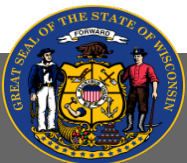
All Principals are required to report

- 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 per topic, bill, administrative rule, or budget bill subject is required per-interest per-session.

[Wis. STAT. § 13.67](#)



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# REPORTING OF LOBBYING INTERESTS

## All interest reports will require the following information:

- **Reporting period**
- **Notification date** – Auto-generated by the system as the date you are submitting the report. It cannot be edited by lobbyist or principal.
- **Communication Information** – selection of one of the following:
  - The principal, a lobbyist authorized by the principal, or another individual acting on behalf of the principal has communicated on this matter.
    - *Will also require the communication date to be entered.*
  - The principal, a lobbyist authorized by the principal, or another individual acting on behalf of the principal has not yet communicated on this matter but intends to do so at a later date.
    - *Allows the principal to report the interest and communication early. A communication date is not required. Please note that the principal is not required to amend the interest report when a communication date is known.*
  - The principal, a lobbyist authorized by the principal, or another individual acting on behalf of the principal do not intend to communicate on this matter.
    - *For principals who want to show interest in a topic, bill, budget bill, or administrative rule, but do not plan to communicate on the matter. The principal is not required to amend the interest report if a communication eventually takes place.*

[Wis. STAT. § 13.67](#)



# BILLS/LEGISLATIVE PROPOSALS AND ADMINISTRATIVE RULES

- When reporting interest in a bill/legislative proposal, search by the Senate or Assembly bill number.
  - If you communicate on both the Assembly and Senate bills, you will need to submit a report for each.
- When reporting on an administrative rule, search by agency, then by scope statement number.

Principal \*  
Select One

Legislative Proposal \*

Reporting Period  
July 2022 to December 2022

Notification Date  
7/6/2022

**Communication Information**

Please choose one of the following: \*

- ☐ The principal, a lobbyist authorized by the principal, or another individual acting on behalf of the principal has communicated on this matter.
- ☐ The principal, a lobbyist authorized by the principal, or another individual acting on behalf of the principal has not yet communicated on this matter, but intends to do so at a later date.
- ☐ The principal, a lobbyist authorized by the principal, or another individual acting on behalf of the principal do not intend to communicate on this matter.

Position \*

- ☒ For
- ☐ Against
- ☐ Other
- ☐ Undisclosed

Comments

Supporting Document  
Upload a file

Drop a file to upload

External Url

Remove Cancel Save

Principal \*  
ETH Test Principal

Agency \*  
Department of Administration (Adm)

Administrative Rule \*

Reporting Period  
July 2022 to December 2022

Notification Date  
7/6/2022

**Communication Information**

Please choose one of the following: \*

- ☐ The principal, a lobbyist authorized by the principal, or another individual acting on behalf of the principal has communicated on this matter.
- ☐ The principal, a lobbyist authorized by the principal, or another individual acting on behalf of the principal has not yet communicated on this matter, but intends to do so at a later date.
- ☐ The principal, a lobbyist authorized by the principal, or another individual acting on behalf of the principal do not intend to communicate on this matter.

Position \*

- ☒ For
- ☐ Against
- ☐ Other
- ☐ Undisclosed

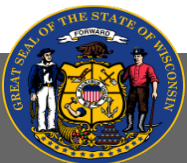
Comments

Supporting Document  
Upload a file

Drop a file to upload

External Url

Remove Cancel Save

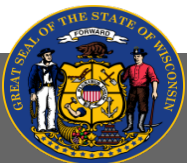




# BUDGET BILL SUBJECTS

- 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.

The screenshot shows a web form for reporting lobbying activities. It includes fields for 'Principal' (with a dropdown menu), 'Budget Bill Subject' (with a dropdown menu), and 'Reporting Period' (with a dropdown menu). Below these is a 'Notification Date' field showing '7/6/2022'. The 'Communication Information' section contains three radio button options for selecting the type of communication. A 'Comments' text area is located below the radio buttons. The 'Supporting Document' section features an 'Upload a file' button and a 'Drop a file to upload' instruction. An 'External Url' field is at the bottom. At the very bottom right, there are 'Remove', 'Cancel', and 'Save' buttons. Red boxes and numbers 1 through 4 highlight specific parts of the form: 1 points to the Principal dropdown, 2 points to the first radio button option, 3 points to the Comments text area, and 4 points to the Save button.



# 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.

The screenshot shows a web form for reporting lobbying topics. It includes fields for Principal, Topic Subject, Action Type, Topic Category, and Reporting Period. Below these is a section for Communication Information with three radio button options. A large text area for Comments is followed by a file upload section with a 'Drop a file to upload' prompt and a 'Web Site URL' field. At the bottom right are 'Remove', 'Cancel', and 'Save' buttons. Red boxes and numbers highlight specific areas: 1 points to the Principal dropdown, 2 points to the first radio button option, 3 points to the Comments text area, and 4 points to the Save button.

Principal \*  
Select One

Topic Subject \*

Action Type  
Select one

Topic Category \*  
Select one

Reporting Period  
July 2022 to December 2022

Notification Date  
7/6/2022

**Communication Information**

Please choose one of the following: \*

☒ The principal, a lobbyist authorized by the principal, or another individual acting on behalf of the principal has communicated on this matter.

☐ The principal, a lobbyist authorized by the principal, or another individual acting on behalf of the principal has not yet communicated on this matter, but intends to do so at a later date.

☐ The principal, a lobbyist authorized by the principal, or another individual acting on behalf of the principal do not intend to communicate on this matter.

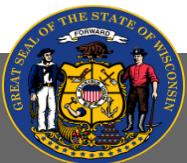
Comments

Supporting Document  
Upload a file

Drop a file to upload

Web Site URL

Remove Cancel Save





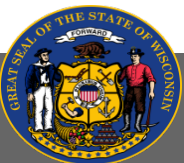
# 15- DAY REPORTING SCENARIO

- 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 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

**Time Reports** 

Name Of Authorized Lobbyist(s)	Date Lobbyist(s)	Certified Time Report
Caroline Russell	7/8/2022	<a href="#">View Report</a>
Harry Broderick	7/8/2022	<a href="#">View Report</a>
Non-Lobbyist	N/A	<a href="#">Enter Time</a>

**Time & Expenses** 

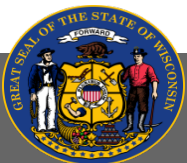
Expenditure	Amount
Total payments to lobbyists	\$1,975
Total payments to non-lobbyist employees	\$0
Total other living expenses	\$0
Overall total lobbying expenditures	\$1,975

**Allocation of Effort** 

Category	Amount
Topics	0 %
Legislative Proposals	25 %
Administrative Rules	25 %
Budget Bill Subjects	25 %
Minor Efforts	25 %
Other Efforts	0 %

**Verification Of Totals And Certification**

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





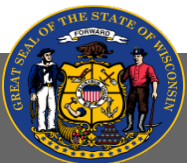
# REPORTING TIME & MONEY

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)



# REPORTING REQUIREMENTS DURING THE REPORTING PERIOD

## Daily itemization of time

Communicating vs. "Hours Other"

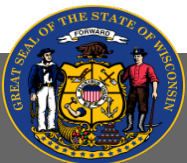
## Who needs to track time?

- Lobbyists and non-lobbyist employees participating in lobbying activity
  - Except the following (as applied to non-lobbyists):
    - *Clerical employees*
    - *Individuals devoting less than 10 hours in a six-month reporting period to lobbying*
    - *Unpaid volunteers*

Time Entries [Enter Time](#)

Date	Communication	Other
<a href="#">7/29/2022</a>	1.00	0.00
<a href="#">8/2/2022</a>	2.00	1.00
<a href="#">7/18/2022</a>	0.50	2.00
<a href="#">9/28/2022</a>	3.00	0.00
<a href="#">10/3/2022</a>	1.00	4.00
<b>Total Hours:</b>	<b>7.50</b>	<b>7.00</b>

[Certified Reports](#) <sup>10</sup> [File 6-Month Time Report >](#) <sup>9</sup> [Back to Dashboard](#)



# LOBBYIST TIME REPORTS

EFFORTS FOCUSED ON ATTEMPTING TO INFLUENCE LEGISLATIVE OR ADMINISTRATIVE ACTION

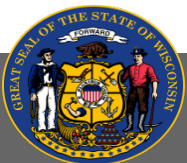
## Lobbying Communication

- 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\(10g\)](#)



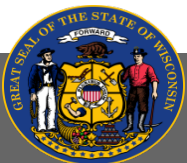


# NON-LOBBYIST TIME REPORT

- 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\(1\)\(a\)](#)

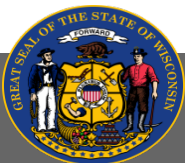
**NOTE:** If their duties are not limited exclusively to lobbying, and they had lobbying communications on 5 or more days within 6 months, they must obtain a lobbyist license and authorization from the principal and pay all applicable fees.



# 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](#)

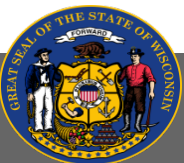
Last Name

First Name

Date

Amount

No entries found.

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

# STATEMENT OF LOBBYING ACTIVITY AND EXPENDITURES — SUMMARY AND CERTIFICATION

Frankie's Books

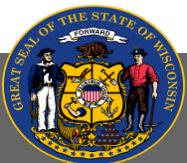
July-December 2022

## 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
<b>Legislative Proposals</b>	0 %
<b>Budget Bill Subjects</b>	0 %
<b>Administrative Rulemaking Proceedings</b>	0 %
<b>Topics Not Yet Assigned A Bill Or Rule Number</b>	0 %
<b>Minor Efforts</b>	0 %
<b>All Other Matters</b>	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.

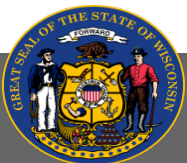
**The following lobbyist(s) have not yet certified their time for your report:**

- 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.



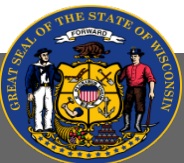




QUESTIONS?



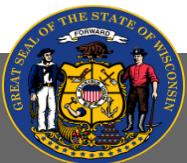
# RESTRICTIONS AND REQUIREMENTS



# 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

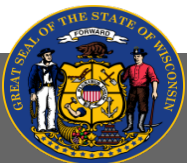




# POLLING QUESTION #4

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

- **No**

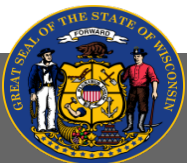


# WISCONSIN STATUTES §13.625

**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...*



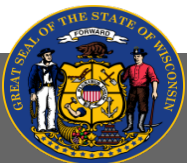


# EXCEPTIONS TO §13.625

## AVAILABLE TO THE GENERAL PUBLIC

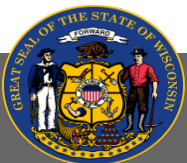
Items and services a lobbying principal makes available to the general public

- 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.



# "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)



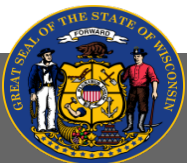


# EXCEPTIONS TO §13.625

## 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>).
- \*NEW\* Please note that a definition of special election was added to Chapter 13. The definition provides that a special election means an election other than a spring primary, spring election, partisan primary, or general election that is called to fill a vacancy in a state office. It also includes an election to fill a vacancy in a state office that is being conducted concurrently with a spring primary, spring election, partisan primary, or general election.
- 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.

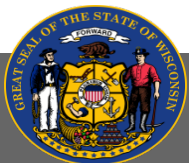
[Wis. STAT. § 13.625\(1m\)b](#)



# 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 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

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

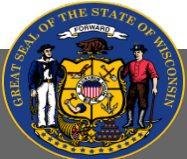
The lobbyist is responsible for the payment of their lobbyist license fee and the principal for the fees associated with the principal registration and lobbyist authorization. WIS. STAT. §§ [13.63](#), [13.75](#). "Days Late" begins after receiving notice from the Commission that the fee is late.

Days Late	Lobbyist	Principal
1-30	Warning	Warning
31-45	\$100	\$200
46-60	\$200	\$400
61+	\$300	\$600

### 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

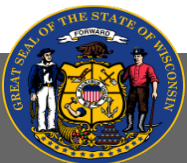


# POLLING QUESTION #5

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

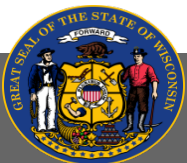


# POLLING QUESTION #5

How long do principals have to retain lobbying records?

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

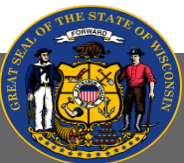
[Wis. STAT. § 13.68\(5\)](#)



# 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\(5\)](#)





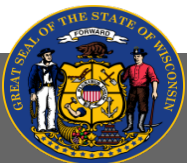


QUESTIONS?



# 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](#)
- Advisory Opinions  
[Prompt, confidential, authoritative]
- Wisconsin Ethics Commission staff
  - Phone: (608) 266-8123
  - Email: [lobbying@wi.gov](mailto:lobbying@wi.gov)

