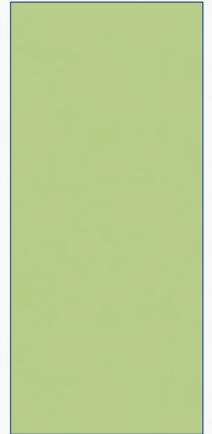




# EYE ON LOBBYING: Principal Registration and Lobbyist Authorization

WISCONSIN ETHICS COMMISSION



# DO I NEED TO REGISTER?

- A business or organization that pays an individual
- To try to influence legislation or administrative rulemaking
- And that individual communicates with state officials or legislative employees on five or more days during a six-month reporting period

# REGISTER A LOBBYING PRINCIPAL

- Log on to the Eye On Lobbying Website:  
<https://lobbying.wi.gov>
- From the left-hand menu, choose “Registration and Licensing”
- Then click on “Register a Principal”



# REGISTER A LOBBYING PRINCIPAL

- Select the Legislative Session
- Register A New Principal or search for an existing principal
- Resume or delete an incomplete principal registration

The screenshot shows a web interface for registering a lobbying principal. At the top, a blue header bar contains a dropdown menu set to '2015-2016' and the text 'Legislative Session'. Below this is the title 'Register Principal For Lobbying' and an important note: 'IMPORTANT: Be sure to register for the correct legislative session from the drop-down menu at the top of this screen.' A 'Helpful Hint' states: '\* Users should process the lobbyist license application before beginning the principal registration'. The main content area is titled '2015-2016 Legislative Session' and is divided into two sections. The first section, 'Start A New Principal Registration', contains two buttons: 'Register A New Principal' and 'Re-register An Existing Principal'. The second section, 'Incomplete Principal Registrations', contains a dropdown menu showing 'None Found' and two buttons: 'Resume Incomplete Principal Lobbying Registration' and 'Delete Incomplete Principal Lobbying Registration'. Red arrows point to the '2015-2016 Legislative Session' dropdown, the 'Register A New Principal' button, the 'Re-register An Existing Principal' button, and both buttons in the 'Incomplete Principal Registrations' section.

During the 2015-2016 Legislative Session

## Register Principal For Lobbying

**IMPORTANT:** Be sure to register for the correct legislative session from the drop-down menu at the top of this screen.

Helpful Hint:  
\* Users should process the lobbyist license application before beginning the principal registration

### 2015-2016 Legislative Session

**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

# REGISTER A NEW PRINCIPAL

- Click on “Register A New Principal”
- Enter the name of the organization
- Enter the Principal Contact Information
- Enter Correspondence Information (optional)
- Click “Save and Continue”

# SELECT THE PRINCIPAL NATURE/INTEREST

- Select the type of lobbying principal that best describes the organization
- Additional information is required depending on the category selected

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 < Back Save And Continue > 

Please enter the following information

**Business Interest**  
Describe the business activity in which the entity is engaged

CEO Salutation

CEO First Name

CEO Last Name

Title

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

Failure to identify the real and true interests represented may result in imprisonment and a fine up to \$10,000 (SECTION 946.17, Wisconsin Statutes)

Start < Back Save And Continue > 

# AREAS OF LOBBYING AND STATE AGENCIES

- Enter the areas you intend to lobby on
- Identify the State Agencies you anticipate lobbying

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 < Back Save And Continue >

# SELECT FULL/LIMITED LOBBYING

## 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 Government Accountability Board and register the organization within 10 days of exceeding the threshold.

Start

< Back

Save And Continue >

# AUTHORIZE LOBBYISTS

- Click on “Authorize Lobbyist”
- Search for and select a licensed lobbyist
- Select lobbyist type
- Click on “Save”

**Authorized Lobbyists**

| Lobbyist Name          | Status | Type | Commands |
|------------------------|--------|------|----------|
| No records to display. |        |      |          |

**Nagappala, Molly**

Found 5 Of 5 Records

**Lobbyist Information**

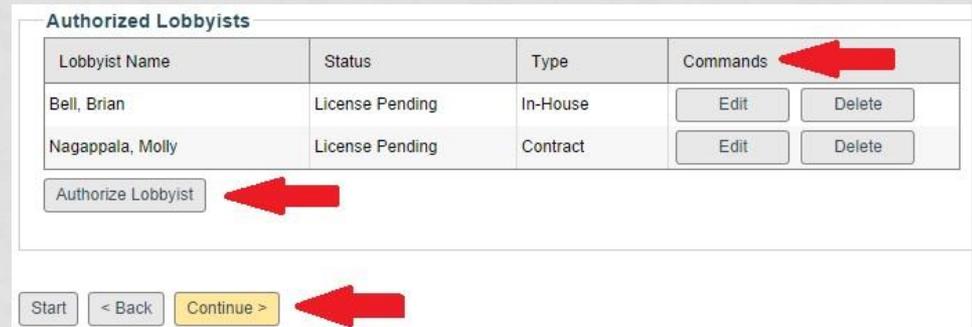
Lobbyist Name: Molly Nagappala  
Employer Name: Self Employed Contract Lobbyist - No Firm or Org  
Address: 212 east washington ave  
City, State, Zip: madison, wi 53703-\_\_\_\_  
Phone: (608) 888-8888  
E-mail: [molly@sessler.com](mailto:molly@sessler.com)  
License Issue Date: 09/30/2014  
Lobbyist Type:  In-House  Contract

# AUTHORIZE LOBBYISTS

- Repeat the process to add additional lobbyist authorizations
- Edit or delete authorizations if needed
- Click “Continue” to proceed

**Authorized Lobbyists**

| Lobbyist Name    | Status          | Type     | Commands  |
|------------------|-----------------|----------|---|
| Bell, Brian      | License Pending | In-House | <input type="button" value="Edit"/> <input type="button" value="Delete"/> |
| Nagappala, Molly | License Pending | Contract | <input type="button" value="Edit"/> <input type="button" value="Delete"/> |



# ASSIGN PERMISSIONS

- Grant permissions to additional users (optional)
- Click “Add User Permissions”
- Search for an existing user, or create a new account
- Select user and permissions

Select User Account

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**Set Principal Permissions Assigned To**  
**messler (Molly Nagappala)**

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

Cancel Save

**Assign permissions others can perform on behalf of this principal**

Assigning permissions enables other people to log in using their own user accounts to assist the principal with licensing, registration, amending information, and filing reports.

| User Name                  | Permissions   | Commands    |
|----------------------------|---|-------------|
| Bell, Brian (bell)         | Can Amend Principal Registration<br>Can Pay Principal Fees<br>Can Perform Principal 15 Day Reporting<br>Can Perform Principal 6 Month Reporting | Edit Delete |
| Nagappala, Molly (messler) | Can Pay Principal Fees<br>Can Perform Principal 15 Day Reporting<br>Can Perform Principal 6 Month Reporting                                     | Edit Delete |

Add User Permissions

Start < Back Continue >

# TOPIC CARRYOVER

- New feature for the 2015-2016 session
- Previously registered principals can carry over topics of interest from the previous session

**Topics Carry Over**

| Subject                            | Notification Date | Action Type                      | Select                             |
|------------------------------------|-------------------|----------------------------------|------------------------------------|
| Medicaid Expansion                 | 10/17/2014        | Legislative matter               | <input type="button" value="Add"/> |
| Medicaid Expansion                 | 10/17/2014        | Legislative matter               | <input type="button" value="Add"/> |
| Family Care Expansion              | 10/17/2014        | Legislative matter               | <input type="button" value="Add"/> |
| nursing home formularies for drugs | 10/17/2014        | Legislative matter               | <input type="button" value="Add"/> |
| silver alert                       | 10/17/2014        | Both Legislative matter and rule | <input type="button" value="Add"/> |

**Selected Topics**

| Subject               | Notification Date | Action Type        |
|-----------------------|-------------------|--------------------|
| Medicaid Expansion    | 10/17/2014        | Legislative matter |
| Family Care Expansion | 10/17/2014        | Legislative matter |

Start < Back Continue > 

# PRINCIPAL REGISTRATION SUMMARY

- Review registration summary
- Review certification statement
- Click on “Certify” to register your lobbying principal

**Principal Certification**

I certify that the above is true and correct to the registrant or an authorized designee.

**Certifier Name**  
Brian Bell

**Registration Date**  
10/7/2014

**Certify** 

**Start** **< Back**

# AMEND A LOBBYING PRINCIPAL

- Amend a principal registration to update:
  - Contact information
  - Business interests
  - Areas of lobbying
  - Lobbyist authorizations
  - User permissions
- You must have permission to amend the principal registration

# AMEND A LOBBYING PRINCIPAL

- Log on to Eye On Lobbying <https://lobbying.wi.gov>
- Select “Amend Principal Registration” from the left-hand menu
- Select the correct legislative session
- Select the principal registration
- Click “Amend Principal Registration”

Registration And Licensing

Register A Principal

**Amend A Principal Registration**

Cease Principal Activities

Apply For A Lobbyist License

Amend A Lobbyist License

Surrender A Lobbyist License

During the **2015-2016** Legislative Session

## Amend Principal Registration

Helpful Hints:  
You may only amend a Principal registration if you have been authorized to do so through the permis

**2015-2016 Legislative Session**

**Select A Principal Registration**

People for Anything

Amend Principal Registration

# AMEND A LOBBYING PRINCIPAL

- Edit information as desired
- Use the “Save and Continue” button to proceed
- You can also jump to “Edit Authorized Lobbyists” or “Edit Principal Permissions”
- Certify the registration

2015-2016 Legislative Session  
People for Anything

Please Enter Your Principal Name

Principal Name \*

People for Anything

Principal In-House Contact Person

Principal Certification

I certify that the above is true and correct to the registrant or an authorized designee.

Certifier Name  
Brian Bell

Registration Date  
10/7/2014

Certify

Start < Back

# CONTACT THE ETHICS COMMISSION

- For additional assistance please contact the Ethics Commission or visit our website.
- Email: [lobbying@wi.gov](mailto:lobbying@wi.gov)
- Phone: (608) 266-8123
- Online: <https://ethics.wi.gov>
- Eye On Lobbying: <https://lobbying.wi.gov>