

# Lobbying And Time Expenditures

2007-2008 Legislative Session

July-December 2007

Apple

Description Of Totals And Expenditures	Hours Communicating	Hours Other	Dollars
<b>Contract Lobbyists</b>	<b>12.00</b>	<b>56.75</b>	<b>\$12,000.00</b>
Broydrick & Associates			\$12,000.00
Forbes McIntosh	5.25	9.25	\$0.00
Ramie Leonard	6.75	45.75	\$0.00
Gregory Hubbard	0.00	1.75	\$0.00
Comments:			
<b>In-House Lobbyists</b>	<b>0.25</b>	<b>120.75</b>	<b>\$7,650.00</b>
Donna Baiocchi	0.25	120.75	\$7,650.00
Comments:			
<b>Non-Lobbyist Employees</b>	<b>0.00</b>	<b>0.00</b>	<b>\$0.00</b>
Comments:			
<b>Fringe Benefits<sup>1</sup></b>			<b>\$2,295.00</b>
<b>Overhead<sup>2</sup></b>			<b>\$2,983.50</b>
<b>Payments to Officials<sup>3</sup></b>			<b>\$0.00</b>
<b>Travel and Living Expenses</b>			
<b>a) Lobbyist Employees</b>			<b>\$302.53</b>
<b>b) Non-Lobbyist Employees</b>			<b>\$0.00</b>
<b>All Other Lobbying Expenses</b>			<b>\$0.00</b>
<b>Total Lobbying Time And Expenditures:</b>	<b>12.25 Hours</b>	<b>177.50 Hours</b>	<b>\$25,231.03</b>

Allocation of Lobbying Effort	Percent
<b>Legislative Proposals</b>	<b>10%</b>
Assembly Bill 360	10 %
<b>Budget Bill Subjects</b>	<b>25%</b>
Administration: Information Technology	10 %
Public Instruction: Administrative and Other Funding	5 %
Revenue: Tax Administration	10 %
<b>Administrative Rulemaking Proceedings</b>	<b>0%</b>
<b>Topics Not Yet Assigned A Bill Or Rule Number</b>	<b>65%</b>
DEVELOPMENT, DRAFTING OR INTRODUCTION OF PROPOSAL RELATING TO EDUCATIONAL TECHNOLOGY AND LAPTOP INITIATIVES FOR K-12 AND HIGHER EDUCATION	10 %
Education/ Technology Immersion Program.	35 %
E-Waste Recycling Requirements.	20 %
<b>Minor Efforts</b>	<b>0%</b>

All Other Matters	0%
<b>Total Reported Lobbying Effort:</b>	<b>100%</b>

**Report Certified On: Tuesday, January 29, 2008**

1.

Fringe benefits are automatically calculated as 30% of salary. Overhead is automatically calculated as 30% of salary plus fringe. If you wish to manually calculate fringe benefits and overhead, click the Calculate Fringe and Overhead button below:

2.

Fringe benefits are automatically calculated as 30% of salary. Overhead is automatically calculated as 30% of salary plus fringe. If you wish to manually calculate fringe benefits and overhead, click the Calculate Fringe and Overhead button below:

3.

[Wis. Stats. 13.68\(d\)](#): Reimbursement to officials.

### **Certification and Electronic Signature**

I certify I am Darrin Lim and certify that the information entered and reported to the Wisconsin Ethics Commission is an accurate record of the lobbying activities of Apple.

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.