

Lobbying And Time Expenditures

2007-2008 Legislative Session

July-December 2007

Apple

Description Of Totals And Expenditures	Hours Communicating	Hours Other	Dollars
Contract Lobbyists	12.00	56.75	\$46,885.53
Broydrick & Associates			\$46,885.53
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:			
In-House Lobbyists	0.25	120.75	\$7,650.00
Donna Baiocchi	0.25	120.75	\$7,650.00
Comments:			
Non-Lobbyist Employees	0.00	0.00	\$0.00
Comments:			
Fringe Benefits¹			\$2,295.00
Overhead²			\$2,983.50
Payments to Officials³			\$0.00
Travel and Living Expenses			
a) Lobbyist Employees			\$302.53
b) Non-Lobbyist Employees			\$0.00
All Other Lobbying Expenses			\$0.00
Total Lobbying Time And Expenditures:	12.25 Hours	177.50 Hours	\$60,116.56
Allocation of Lobbying Effort			Percent
Legislative Proposals			10%
Assembly Bill 360			10 %
Budget Bill Subjects			25%
Administration: Information Technology			10 %
Public Instruction: Administrative and Other Funding			5 %
Revenue: Tax Administration			10 %
Administrative Rulemaking Proceedings			0%
Topics Not Yet Assigned A Bill Or Rule Number			65%
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 %
Minor Efforts			0%

All Other Matters	0%
Total Reported Lobbying Effort:	100%

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.