

Lobbying And Time Expenditures

2009-2010 Legislative Session

January-June 2009

PepsiCo, Inc.

Description Of Totals And Expenditures	Hours Communicating	Hours Other	Dollars
Contract Lobbyists	0.45	7.65	\$3,519.40
DeWitt Ross & Stevens SC			\$3,519.40
Anthony Driessen	0.45	7.65	\$0.00
Thomas Fonfara	0.00	0.00	\$0.00
Comments:			
In-House Lobbyists	4.50	51.50	\$3,245.00
Genise Smith-Watkins	4.50	51.50	\$3,245.00
Comments:			
Non-Lobbyist Employees	0.00	0.00	\$0.00
Comments:			
Fringe Benefits¹			\$973.50
Overhead²			\$1,265.55
Payments to Officials³			\$0.00
Travel and Living Expenses			
a) Lobbyist Employees			\$1,450.00
b) Non-Lobbyist Employees			\$0.00
All Other Lobbying Expenses			\$0.00
Total Lobbying Time And Expenditures:	4.95 Hours	59.15 Hours	\$10,453.45

Allocation of Lobbying Effort	Percent
Legislative Proposals	50%
Senate Bill 62	50 %
Budget Bill Subjects	25%
General Fund Taxes	25 %
Administrative Rulemaking Proceedings	0%
Topics Not Yet Assigned A Bill Or Rule Number	25%
Recycling issues	15 %
Wisconsin Tax Policies	10 %
Minor Efforts	0%
All Other Matters	0%
Total Reported Lobbying Effort:	100%

Report Certified On: Friday, July 24, 2009

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.

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3.

Wis. Stats. 13.68(d): Reimbursement to officials.

Certification and Electronic Signature

I certify I am Anthony Driessen and certify that the information entered and reported to the Wisconsin Ethics Commission is an accurate record of the lobbying activities of PepsiCo, Inc..

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.