

# Lobbying And Time Expenditures

2009-2010 Legislative Session

January-June 2009

PepsiCo, Inc.

Description Of Totals And Expenditures	Hours Communicating	Hours Other	Dollars
<b>Contract Lobbyists</b>	<b>0.45</b>	<b>7.65</b>	<b>\$3,636.15</b>
DeWitt Ross & Stevens SC			\$3,636.15
Anthony Driessen	0.45	7.65	\$0.00
Thomas Fonfara	0.00	0.00	\$0.00
Comments:			
<b>In-House Lobbyists</b>	<b>4.50</b>	<b>51.50</b>	<b>\$3,245.00</b>
Genise Smith-Watkins	4.50	51.50	\$3,245.00
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>\$973.50</b>
<b>Overhead<sup>2</sup></b>			<b>\$1,265.55</b>
<b>Payments to Officials<sup>3</sup></b>			<b>\$0.00</b>
<b>Travel and Living Expenses</b>			
a) Lobbyist Employees			\$1,450.00
b) Non-Lobbyist Employees			\$0.00
<b>All Other Lobbying Expenses</b>			<b>\$0.00</b>
<b>Total Lobbying Time And Expenditures:</b>	<b>4.95 Hours</b>	<b>59.15 Hours</b>	<b>\$10,570.20</b>
<b>Allocation of Lobbying Effort</b>	<b>Percent</b>		
<b>Legislative Proposals</b>	<b>50%</b>		
Senate Bill 62	50 %		
<b>Budget Bill Subjects</b>	<b>25%</b>		
General Fund Taxes	25 %		
<b>Administrative Rulemaking Proceedings</b>	<b>0%</b>		
<b>Topics Not Yet Assigned A Bill Or Rule Number</b>	<b>25%</b>		
Recycling issues	15 %		
Wisconsin Tax Policies	10 %		
<b>Minor Efforts</b>	<b>0%</b>		
<b>All Other Matters</b>	<b>0%</b>		
<b>Total Reported Lobbying Effort:</b>	<b>100%</b>		

**Report Certified On: Friday, July 24, 2009**

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.