

Lobbying And Time Expenditures

2011-2012 Legislative Session

January-June 2011

PepsiCo, Inc.

Description Of Totals And Expenditures	Hours Communicating	Hours Other	Dollars
Contract Lobbyists	0.20	1.15	\$478.62
DeWitt Ross & Stevens SC			\$478.62
Anthony Driessen	0.20	1.15	\$0.00
Comments:			
In-House Lobbyists	4.00	47.60	\$647.00
Genise Smith-Watkins	4.00	47.60	\$647.00
Comments:			
Non-Lobbyist Employees	0.50	2.00	\$50.00
Comments:			
Fringe Benefits¹			\$209.10
Overhead²			\$271.83
Payments to Officials³			\$0.00
Travel and Living Expenses			
a) Lobbyist Employees			\$675.00
b) Non-Lobbyist Employees			\$0.00
All Other Lobbying Expenses			\$0.00
Total Lobbying Time And Expenditures:	4.70 Hours	50.75 Hours	\$2,331.55
Allocation of Lobbying Effort			Percent
Legislative Proposals			30%
January 2011 Special Session Assembly Bill 1			30 %
Budget Bill Subjects			70%
Natural Resources: Departmentwide			30 %
Public Instruction: Administrative and Other Funding			20 %
Revenue			20 %
Administrative Rulemaking Proceedings			0%
Topics Not Yet Assigned A Bill Or Rule Number			0%
Minor Efforts			0%
All Other Matters			0%
Total Reported Lobbying Effort:			100%

Report Certified On: Thursday, July 28, 2011

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 Anthony H. 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.