

Lobbying And Time Expenditures

2011-2012 Legislative Session

July-December 2011

PepsiCo, Inc.

Description Of Totals And Expenditures	Hours Communicating	Hours Other	Dollars
Contract Lobbyists	0.00	1.45	\$2,628.65
DeWitt Ross & Stevens SC			\$2,628.65
Anthony Driessen	0.00	1.45	\$0.00
Comments:			
In-House Lobbyists	0.00	3.85	\$400.00
Genise Smith-Watkins	0.00	3.85	\$400.00
Comments:			
Non-Lobbyist Employees	0.00	0.00	\$0.00
Comments:			
Fringe Benefits¹			\$120.00
Overhead²			\$156.00
Payments to Officials³			\$0.00
Travel and Living Expenses			
a) Lobbyist Employees			\$0.00
b) Non-Lobbyist Employees			\$0.00
All Other Lobbying Expenses			\$0.00
Total Lobbying Time And Expenditures:	0.00 Hours	5.30 Hours	\$3,304.65
Allocation of Lobbying Effort			Percent
Legislative Proposals			60%
January 2011 Special Session Assembly Bill 1			5 %
Assembly Bill 363			35 %
Senate Bill 274			20 %
Budget Bill Subjects			15%
Natural Resources: Departmentwide			5 %
Public Instruction: Administrative and Other Funding			5 %
Revenue			5 %
Administrative Rulemaking Proceedings			0%
Topics Not Yet Assigned A Bill Or Rule Number			25%
Healthy eating standards and criteria			10 %
Recycling issues			10 %
Wisconsin Tax Policies			5 %
Minor Efforts			0%
All Other Matters			0%

Total Reported Lobbying Effort:	100%
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Report Certified On: Tuesday, January 24, 2012

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.