

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	\$407.28
DeWitt Ross & Stevens SC			\$407.28
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	\$1,083.28

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%

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.