

Lobbying And Time Expenditures

2013-2014 Legislative Session

January-June 2013

PepsiCo, Inc.

Description Of Totals And Expenditures	Hours Communicating	Hours Other	Dollars
Contract Lobbyists	6.70	25.30	\$5,958.75
DeWitt Ross & Stevens SC			\$5,958.75
Anthony Driessen	6.70	25.30	\$0.00
Comments:			
In-House Lobbyists	0.00	0.00	\$0.00
Comments:			
Non-Lobbyist Employees	0.00	0.00	\$0.00
Comments:			
Fringe Benefits¹			\$0.00
Overhead²			\$0.00
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:	6.70 Hours	25.30 Hours	\$5,958.75
Allocation of Lobbying Effort			Percent
Legislative Proposals			50%
Assembly Bill 110			50 %
Budget Bill Subjects			15%
Agriculture, Trade and Consumer Protection			15 %
Administrative Rulemaking Proceedings			0%
Topics Not Yet Assigned A Bill Or Rule Number			35%
Container requirements			10 %
Nutrition issues			10 %
Regulation and taxation of foods and beverages			15 %
Minor Efforts			0%
All Other Matters			0%
Total Reported Lobbying Effort:			100%

Report Certified On: Monday, July 29, 2013

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 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.