

# Lobbying And Time Expenditures

2013-2014 Legislative Session

January-June 2013

PepsiCo, Inc.

Description Of Totals And Expenditures	Hours Communicating	Hours Other	Dollars
<b>Contract Lobbyists</b>	<b>6.70</b>	<b>25.30</b>	<b>\$5,708.75</b>
DeWitt Ross & Stevens SC			\$5,708.75
Anthony Driessen	6.70	25.30	\$0.00
Comments:			
<b>In-House Lobbyists</b>	<b>0.00</b>	<b>0.00</b>	<b>\$0.00</b>
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>\$0.00</b>
<b>Overhead<sup>2</sup></b>			<b>\$0.00</b>
<b>Payments to Officials<sup>3</sup></b>			<b>\$0.00</b>
<b>Travel and Living Expenses</b>			
a) Lobbyist Employees			<b>\$0.00</b>
b) Non-Lobbyist Employees			<b>\$0.00</b>
<b>All Other Lobbying Expenses</b>			<b>\$0.00</b>
<b>Total Lobbying Time And Expenditures:</b>	<b>6.70 Hours</b>	<b>25.30 Hours</b>	<b>\$5,708.75</b>

Allocation of Lobbying Effort	Percent
<b>Legislative Proposals</b>	<b>50%</b>
Assembly Bill 110	50 %
<b>Budget Bill Subjects</b>	<b>15%</b>
Agriculture, Trade and Consumer Protection	15 %
<b>Administrative Rulemaking Proceedings</b>	<b>0%</b>
<b>Topics Not Yet Assigned A Bill Or Rule Number</b>	<b>35%</b>
Container requirements	10 %
Nutrition issues	10 %
Regulation and taxation of foods and beverages	15 %
<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: 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.