

Lobbying And Time Expenditures

2025-2026 Legislative Session

July-December 2025

New Glarus Brewing Company

Description Of Totals And Expenditures	Hours Communicating	Hours Other	Dollars
Lobbyists	1.25	22.00	\$24,000.00
Self-Employed Lobbyist - No Firm or Org			\$0.00
Mark Austinson	0.00	1.00	\$0.00
Steve J Lyons	1.25	20.00	\$0.00
SJL Government Affairs and Communications			\$24,000.00
Mark Austinson	0.00	1.00	\$0.00
Comments:			
Non-Lobbyist Employees	0.00	0.00	\$0.00
Comments:			
Overhead			\$0.00
Payments to Officials²			\$0.00
Travel and Living Expenses			
a) Lobbyist Employees			\$24,000.00
b) Non-Lobbyist Employees			\$0.00
All Other Lobbying Expenses			\$0.00
Total Lobbying Time And Expenditures:	1.25 Hours	22.00 Hours	\$24,000.00

Allocation of Lobbying Effort	Percent
Legislative Proposals	20%
Assembly Bill 606	20 %
Budget Bill Subjects	0%
Administrative Rulemaking Proceedings	0%
Topics Not Yet Assigned A Bill Or Rule Number	60%
Require all breweries, brewpubs, party barns, wineries, distilleries and distill pubs apply for and hold appropriate local beverage licenses. Those entities in business today would be grandfathered.	10 %
The manufacturing, distribution and sale of beer.	50 %
Minor Efforts	5%
All Other Matters	15%
Total Reported Lobbying Effort:	100%

Report Certified On: Sunday, January 18, 2026

Certification and Electronic Signature

I certify I am Steve Lyons and certify that the information entered and reported to the Wisconsin Ethics Commission is an accurate record of the lobbying activities of New Glarus Brewing Company.

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.