

Lobbying And Time Expenditures

2025-2026 Legislative Session

July-December 2025

Wisconsin Automobile and Truck Dealers Association, Inc.

Description Of Totals And Expenditures	Hours Communicating	Hours Other	Dollars
Lobbyists	81.50	670.80	\$156,574.16
Hubbard Wilson & Zelenkova			\$27,000.00
Gregory Hubbard	0.00	13.75	\$0.00
Daniel Romportl	0.00	0.00	\$0.00
Katie White	0.00	0.00	\$0.00
AJ Wilson	0.75	3.25	\$0.00
Ramie Zelenkova	0.00	0.00	\$0.00
Hubbard Wilson & Zelenkova, LLC			\$0.00
Bryan Brooks	1.00	10.50	\$0.00
Nicole Burns	0.00	0.00	\$0.00
Annie Early	0.00	0.00	\$0.00
George Ermert	0.00	0.00	\$0.00
Jeff MFitzgerald	0.25	7.50	\$0.00
Gregory Hubbard	0.00	13.75	\$0.00
Savannah Regali	1.25	7.40	\$0.00
Daniel Romportl	0.00	0.00	\$0.00
William A Sepic	35.50	204.00	\$0.00
Jeremey J Shepherd	0.00	1.00	\$0.00
chris snyder	2.00	88.00	\$0.00
Kenneth Walsh	0.00	0.00	\$0.00
Katie White	0.00	0.00	\$0.00
AJ Wilson	0.75	3.25	\$0.00
Ramie Zelenkova	0.00	0.00	\$0.00
Paladin Consulting Group			\$0.00
Savannah Regali	1.25	7.40	\$0.00
Paladin Consulting Group LLC			\$24,000.00
Bryan Brooks	1.00	10.50	\$0.00
Jeff MFitzgerald	0.25	7.50	\$0.00
Schreiber GR Group			\$24,000.00
Nicole Burns	0.00	0.00	\$0.00
Annie Early	0.00	0.00	\$0.00
George Ermert	0.00	0.00	\$0.00
Jeremey J Shepherd	0.00	1.00	\$0.00
Kenneth Walsh	0.00	0.00	\$0.00
Wisconsin Automobile & Truck Dealers Association			\$81,574.16
William A Sepic	35.50	204.00	\$0.00
Wisconsin Automobile and Truck Dealers Association			\$0.00
chris snyder	2.00	88.00	\$0.00
Comments:			
Non-Lobbyist Employees	0.00	0.00	\$0.00
Comments:			
Overhead			\$0.00

Payments to Officials²	Hours	Hours	\$0.00
Description Of Totals And Expenditures	Communicating	Other	Dollars
Travel and Living Expenses			
a) Lobbyist Employees			\$156,574.16
b) Non-Lobbyist Employees			\$0.00
All Other Lobbying Expenses			\$0.00
Total Lobbying Time And Expenditures:	81.50 Hours	670.80 Hours	\$156,574.16

Allocation of Lobbying Effort	Percent
Legislative Proposals	49%
Assembly Bill 83	5 %
Assembly Bill 135	15 %
Assembly Bill 161	9 %
Senate Bill 82	5 %
Senate Bill 129	15 %
Budget Bill Subjects	0%
Administrative Rulemaking Proceedings	0%
Topics Not Yet Assigned A Bill Or Rule Number	51%
Motor Vehicle Franchise Law	51 %
Minor Efforts	0%
All Other Matters	0%
Total Reported Lobbying Effort:	100%

Report Certified On: Monday, February 2, 2026

Certification and Electronic Signature

I certify I am Matt Lavold and certify that the information entered and reported to the Wisconsin Ethics Commission is an accurate record of the lobbying activities of Wisconsin Automobile and Truck Dealers Association, 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.