

Lobbying And Time Expenditures

2025-2026 Legislative Session

January-June 2025

Plum Identity

Description Of Totals And Expenditures	Hours Communicating	Hours Other	Dollars
Lobbyists	9.00	32.50	\$24,925.00
Buhrandt Strategies, LLC			\$0.00
Jeffrey Buhrandt	0.00	0.00	\$0.00
Paladin Consulting Group			\$0.00
Savannah Regali	0.00	6.75	\$0.00
Paladin Consulting Group LLC			\$24,925.00
Bryan Brooks	8.50	22.00	\$0.00
Jeff M Fitzgerald	0.50	3.75	\$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			\$24,925.00
b) Non-Lobbyist Employees			\$0.00
All Other Lobbying Expenses			\$0.00
Total Lobbying Time And Expenditures:	9.00 Hours	32.50 Hours	\$24,925.00

Allocation of Lobbying Effort	Percent
Legislative Proposals	0%
Budget Bill Subjects	0%
Administrative Rulemaking Proceedings	0%
Topics Not Yet Assigned A Bill Or Rule Number	100%
State program fraud detection	100 %
Minor Efforts	0%
All Other Matters	0%
Total Reported Lobbying Effort:	100%

Report Certified On: Tuesday, July 29, 2025

Certification and Electronic Signature

I certify I am Bryan Brooks and certify that the information entered and reported to the Wisconsin Ethics Commission is an accurate record of the lobbying activities of Plum Identity.

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.