



## Eye on Lobbying User Guide

### Register a Lobbying Principal

2012



**Wisconsin Government  
Accountability Board**

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## How to Register a Principal for Lobbying

You must have a user account and must be logged on to the site before you can register a new Principal for lobbying. If you do not have a user account or are having problems logging on to the site, please refer to the Eye on Lobbying user guides “How to Create a User Account” and “Log On”.

1. After you have logged on to the site, click on “Registration and Licensing” from the left-hand menu beside the Welcome page.
2. On the next screen, click on “Register a Principal” from the left-hand menu.
3. To register a Principal for first time in Wisconsin, click on the button labeled “Register a New Principal” and go to page 3 of this user guide.

If the Principal has been registered to lobby in Wisconsin at any time in the past, choose the button labeled “Re-register an Existing Principal” and refer to the section in this guide titled “How to Re-register a Principal”, page 15.

### Start A New Principal Registration



4. If you have started a registration for a Principal and were interrupted, select an incomplete Principal Lobbying Registration from the dropdown selection box and click on the button “Resume Incomplete Principal Lobbying Registration”. If you would like to delete a registration in process, click on the button “Delete Incomplete Principal Lobbying Registration”.

### Incomplete Principal Registrations

Below is a list of Principal Registrations that you may have started, but not completed.

**Please Select An Incomplete Principal Registration:**

## How to Register a New Lobbying Principal

After you have clicked on the button “Register a New Principal”, you will be taken to a data entry page to enter Principal Name, contact and mailing address information. All fields marked with a red asterisk are required.

1. Enter the Principal Name.

### Please Enter Your Principal Name

Principal Name

 \*

2. Enter the name and contact information for an in-house employee whom the G.A.B. may contact concerning lobbying issues.

### Principal In-House Contact Person

Name of in-house person the Government Accountability Board may contact concerning lobbying issues

Salutation

 \*

First Name

 \*

Middle Name (Or Initial)

Last Name

 \*

Title

Division

3. Enter the mailing address, street address, phone numbers, and email address. A designated person for correspondence is optional.

### Principal Mailing Address

**Address**

**City**

**State**

**Zip**

### Principal Location Address

Only if different from mailing address.

**Address**

**City**

**State**

**Zip**

### Principal Contact Methods

**Phone 1**

 \*

**Phone 2**

**Email Address**

 \*

**Fax**

**Person to whom forms or correspondence should be sent  
(Only if different from above)**

#### Correspondence Contact Person

**Organization Name**

**Salutation**

**First Name**

**Middle Name (Or Initial)**

**Last Name**

**Correspondence Mailing Address**

**Address**

**City**

**State**

**Zip**

**Correspondence Contact Methods**

**Phone 1**

**Phone 2**

**Email Address**

**Fax**

**Principal Web Site**

**Web Site Address**

4. Review the information in the data entry fields. Click “Save and Continue” to proceed with registration.



5. Select the appropriate description for the Principal.  
For each selection, there are follow-up information screens that are required to be completed before you can proceed with the registration. This user guide will take you through registration as a business entity. If you have any questions about the other types of organizations and the required information for those entities, please call a G.A.B. staff member at (608) 266-8005.

**Select the principal nature/interest that best describes the registrant**

**Principal Nature/Interest \***

- Business Entity
- Industry, Trade, or Professional Association
- Governmental (not for profit)
- Labor Union (not for profit)
- Charitable/Religious/Civic/Other Not For Profit
- Individual

Once you have selected the appropriate description, click on the “Save and Continue” button.



6. If you choose “business entity” from the type description list, you will be taken to a follow-up data entry screen where you must enter information in to all fields marked by a red asterisk.

### 2011-2012 Legislative Session Tracey's New Principal

**Please enter the following information**

**Business Interest**

Describe the business activity in which the entity is engaged

The description should be written here.

**CEO Salutation**

Mr.

**CEO First Name**

John

**CEO Last Name**

Doe

**CEO Title**

President

**Partners/Members**

If a partnership or limited liability company, please list all partners/members

Failure to identify the real and true interests represented may result in imprisonment and a fine up to \$10,000 (SECTION 946.17, Wisconsin Statutes)

7. Review the information and click on the “Save and Continue” button to proceed with registration.

Start < Back Save And Continue >

8. Enter the policy areas that the organization may attempt to influence during the legislative session. Do not provide vague and uninformative statements.

**Areas Of Lobbying**

Provide a reasonably specific descriptive narrative of the policy areas your organization may attempt to influence during the legislative session. Do not provide a vague and uninformative statement like "all matters affecting the organization."

All matters and legislation changing requirements for the Government Accountability Board, Campaign Finance, Lobbying, and Ethics.

**Will Lobby State Agencies**

Your registration authorizes you to lobby before all state agencies unless you select one of the other options below: \*

- All
- We will not appear before any state agencies
- We will only appear before the state agencies listed below:

**State Agencies To Be Lobbied**

9. Review the information and click on the "Save and Continue" button to proceed with registration.

10. Authorize one or more Lobbyists to lobby on behalf of the Principal by clicking on the button "Authorize New Lobbyist".

**Authorized Lobbyists**

Lobbyist Name	Status	Type	Commands
No records to display.			

11. Search for and/or select a licensed Lobbyist from the selection box. To choose a Lobbyist from the list, either double-click on the name of the Lobbyist or click on the name of the Lobbyist once and click on the button "Select Lobbyist".

**Select Lobbyist**

**Abel, Becky**  
**Abelson, Richard**  
**Adams, Anthony**  
**Adams, Caroline**  
**Adams, Mark**  
**Adams, Robert**  
**Agara, Julius**

Found 1658 Of 1658 Records

If you search for and do not find the Lobbyist you need to authorize, the Lobbyist is not licensed and must first apply for a license before you can authorize him or her.

12. Choose whether the Lobbyist is in-house or contract. Please see the red outline below.

**Select Lobbyist**

- Doe, Harriet**
- Doe, Jane**
- Doe, Jimmy**
- Doe, Johnny**
- Doeppers, Aaron**

Found 5 Of 5 Records

**Lobbyist Information**



**Lobbyist Name:** Johnny Doe  
**Title:** Vice President of Government Affairs  
**Employer Name:** Zuffa, LLC  
**Address:** 123 Any Street  
**City, State, Zip:** Somewhere, CA 53703  
**Phone:** (608) 555-1212  
**Fax:** (608) 555-1212  
**E-mail:** [tommy.winkler@wi.gov](mailto:tommy.winkler@wi.gov)

**License Issue Date:** 01/01/2011

**Lobbyist Type: \***  In-House  Contract

After the Lobbyist has been labeled either “in-house” or “contract”, click the “Save” button.

You will then be taken to a screen where you can view authorized Lobbyists and add additional Lobbyists if necessary.

If you need to add additional Lobbyists, click on the button “Authorize New Lobbyist” and repeat steps 10 through 12 until all Lobbyists who will lobby on behalf of the Principal have been authorized.

If you are finished adding Lobbyists, click on the “Continue” button to proceed with registration.

**Authorized Lobbyists**

Lobbyist Name	Status	Type	Commands
Doe, Johnny	Licensed	Contract	<input type="button" value="Edit"/> <input type="button" value="Delete"/>

13. Assign permissions to others who can perform tasks on behalf the Principal, such as: amending the registration, paying fees, submitting notifications of lobbying matters (15 day reports), and submitting the 6 month activity and expenditure reports.

**The User that registers the Principal to lobby will automatically receive full permissions and access to perform all tasks in the system for the principal.**

The permission level for a User can be changed by clicking on the “Edit” button to right of the User’s name.

Click on the button “Add User Permissions” to begin adding permissions for others. Users must have created a User Account before you can assign permissions to them. If a person does not have a User Account, you are given an opportunity to create one for someone before you proceed with granting permissions.

**Assign permissions others can perform on behalf of this principal**

Assigning permissions enables other people to log in using their own user accounts to assist the principal with licensing, registration, amending information, and filing reports.

User Name	Permissions	Commands
Porter, Tracey (tporter)	Can Amend Principal Registration Can Pay Principal Fees Can Perform Principal 15 Day Reporting Can Perform Principal 6 Month Reporting	<input type="button" value="Edit"/> <input type="button" value="Delete"/>

When you have finished adding permissions to Users, click on the “Continue” button.

14. Verify all of the information entered up to this point. At the end of the display page, you must certify that the information is true and correct to the best of your knowledge, information and belief and that you are the authorized registrant or authorized designee.

Choose the appropriate radio button for full lobbying activity or limited activity not to exceed \$500 in a calendar year.

Click the “Certify” button.

If you have to correct any information, you may choose the “Back” button to edit the principal’s registration information.

### Principal Certification

**I certify that the above is true and correct to the best of my knowledge, information and belief, and that I am the registrant or an authorized designee.**

**Please choose one of the following:**

**I further certify that this organization anticipates performing full lobbying activities.**

**I further certify that this organization does not anticipate exceeding \$500 in lobbying expenditures in a calendar year. In the event that the organization’s lobbying expenditures exceed \$500 in one year, I will advise the Government Accountability Board and register the organization within 10 days of exceeding the threshold.**

**I understand that if I know or believe any of the above information not to be true, I may be subject to substantial penalties.**

#### Certifier Name

Tracey Porter

#### Registration Date

8/30/2012

After clicking the “Certify” button, you will see the following the message:

**Submission Status**

**Your principal registration for your organization to lobby has been successfully submitted to the Government Accountability Board for review.**

**Before your registration becomes active, you must pay the registration fee.**

[Pay Fees](#)

For information on how to pay fees, please refer to the “Pay Fees” user guide.

## How to Re-register a Principal

This registration process is for any Principal that has registered to lobby in Wisconsin in the past.

1. After you have logged on to the site, click on “Registration and Licensing” from the left-hand menu beside the Welcome page.
2. On the next screen, click on “Register a Principal” from the left-hand menu.
3. Click on the button “Re-register an Existing Principal”.

### Start A New Principal Registration



4. If you have previously started a registration for a Principal and were interrupted, select an incomplete Principal Lobbying Registration from the dropdown selection box and click on the button “Resume Incomplete Principal Lobbying Registration”.  
If you would like to delete a registration in process, click on the button “Delete Incomplete Principal Lobbying Registration”.

### Incomplete Principal Registrations

Below is a list of Principal Registrations that you may have started, but not completed.

**Please Select An Incomplete Principal Registration:**

5. Locate the previously registered Principal from the list in the search box, or narrow the search results by typing in the full or partial name of the Principal and clicking “Search”. When the name is found, click on the name of the Principal to highlight it and double-click on the name or click on “Select Principal” to display information in the lower part of the screen.

**Please search for and select a principal**

If you do not find the desired Principal name, please register as a new Principal.

**Search For Principal Names That Contain**

**1000 Friends of Wisconsin**  
**1234 Corp**  
**3M**  
**AAA Wisconsin**  
**AARP**  
**Abbott Laboratories**  
**ABC for Health Inc**

Found 1455 Of 1455 Records

**Principal Profile Information**

**Principal Name:** 1234 Corp

**Business Or Interest:** To ensure that the numbers 1, 2, and 3 are used correctly and when added together always equal 6. (THIS IS NOT A REAL ORGANIZATION, IT IS MEANT FOR TESTING PURPOSES ONLY)

**Lobbying Interests:** Legislation that effects the numbers 1, 2, and 3 as it relates to the addition, subtraction, multiplication, or division of these numbers. (THIS IS NOT A REAL ORGANIZATION, IT IS MEANT FOR TESTING PURPOSES ONLY)

**CEO Title:** Government Affairs Director

**Contact Name:** John Doe

**Address:** 123 Any Street

**City, State, Zip:** Somewhere, WI 53703

**Phone:** (608) 555-1212

**Fax:** (608) 555-1212

**Web Site:** <http://ethics.state.wi.us>

Review the information. If it is the correct Principal, click “Continue”.

6. Update any information that has changed. All fields marked with a red asterisk are required.

**Please Enter Your Principal Name**

**Principal Name**

1234 Corp \*

**Principal In-House Contact Person**

**Name of in-house person the Government Accountability Board may contact concerning lobbying issues**

**Salutation**

Mr. \*

**First Name**

John \*

**Middle Name (Or Initial)**

**Last Name**

Doe \*

**Title**

Government Affairs Director

**Division**

**Principal Mailing Address**

**Address**

123 Any Street \*

**City**

Somewhere \*

**State**

WI \*

**Zip**

53703 \*

**Principal Location Address**

Only if different from mailing address.

**Address**

**City**

**State**

**Zip**

**Principal Contact Methods**

**Phone 1**

**Phone 2**

**Email Address**

**Fax**

**Person to whom forms or correspondence should be sent  
(Only if different from above)**

**Correspondence Contact Person**

**Organization Name**

**Salutation**

**First Name**

**Middle Name (Or Initial)**

**Last Name**

**Correspondence Mailing Address**

**Address**

**City**

**State**

**Zip**

**Correspondence Contact Methods**

**Phone 1**

**Phone 2**

**Email Address**

**Fax**

**Principal Web Site**

**Web Site Address**

If all the information looks correct or you have completed making changes to the registration information, click “Save and Continue”.

7. Select the appropriate description for the Principal.  
For each selection, there are follow-up information screens that are required to be completed before you can proceed with the registration. This user guide will take you through registration as a business entity. If you have any questions about the other types of organizations and the required information for those entities, please call a G.A.B. staff member at (608) 266-8005.

**Select the principal nature/interest that best describes the registrant**

**Principal Nature/Interest \***

- Business Entity
- Industry, Trade, or Professional Association
- Governmental (not for profit)
- Labor Union (not for profit)
- Charitable/Religious/Civic/Other Not For Profit
- Individual

Once you have selected the appropriate description, click on the “Save and Continue” button.

8. If you choose “business entity” from the type description list, you will be taken to a follow-up data entry screen where you must enter information in to all fields marked by a red asterisk.

**2011-2012 Legislative Session  
Tracey's New Principal**

**Please enter the following information**

**Business Interest**

Describe the business activity in which the entity is engaged

The description should be written here.

**CEO Salutation**

Mr.

**CEO First Name**

John

**CEO Last Name**

Doe

**CEO Title**

President

**Partners/Members**

If a partnership or limited liability company, please list all partners/members

Failure to identify the real and true interests represented may result in imprisonment and a fine up to \$10,000 (SECTION 946.17, Wisconsin Statutes)

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Your registration authorizes you to lobby before all state agencies unless you select one of the other options below: \*

- All  
 We will not appear before any state agencies  
 We will only appear before the state agencies listed below:

**State Agencies To Be Lobbied**

11. Review the information and click on the “Save and Continue” button to proceed with registration.

12. Authorize one or more Lobbyists to lobby on behalf of the Principal by clicking on the button “Authorize New Lobbyist”.

**Authorized Lobbyists**

Lobbyist Name	Status	Type	Commands
No records to display.			

13. Search for and/or select a licensed Lobbyist from the selection box. To choose a Lobbyist from the list, either double-click on the name of the Lobbyist or click on the name of the Lobbyist once and click on the button “Select Lobbyist”.

**Select Lobbyist**

Search Clear

**Abel, Becky**  
**Abelson, Richard**  
**Adams, Anthony**  
**Adams, Caroline**  
**Adams, Mark**  
**Adams, Robert**  
**Agara, Julius**

Found 1658 Of 1658 Records

Select Lobbyist

14. Choose whether the Lobbyist is in-house or contract. Please see the red outline below.

**Select Lobbyist**

Search Clear

**Doe, Harriet**  
**Doe, Jane**  
**Doe, Jimmy**  
**Doe, Johnny**  
**Doeppers, Aaron**

Found 5 Of 5 Records

Select Lobbyist

**Lobbyist Information**



**Lobbyist Name:** Johnny Doe  
**Title:** Vice President of Government Affairs  
**Employer Name:** Zuffa, LLC  
**Address:** 123 Any Street  
**City, State, Zip:** Somewhere, CA 53703  
**Phone:** (608) 555-1212  
**Fax:** (608) 555-1212  
**E-mail:** [tommy.winkler@wi.gov](mailto:tommy.winkler@wi.gov)  
**License Issue Date:** 01/01/2011  
**Lobbyist Type:** \*  In-House  Contract

After the Lobbyist has been labeled either “in-house” or “contract”, click the “Save” button.

You will then be taken to a screen where you can view authorized Lobbyists and add additional Lobbyists if necessary.

If you need to add additional Lobbyists, click on the button “Authorize New Lobbyist” and repeat steps 12 through 14 until all Lobbyists who will lobby on behalf of the Principal have been authorized.

If you are finished adding Lobbyists, click on the “Continue” button to proceed with registration.

**Authorized Lobbyists**

Lobbyist Name	Status	Type	Commands	
Doe, Johnny	Licensed	Contract	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>

- Assign permissions to others who can perform tasks on behalf the Principal, such as: amending the registration, paying fees, submitting notifications of lobbying matters (15 day reports), and submitting the 6 month activity and expenditure reports.

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User Name	Permissions	Commands
Porter, Tracey (tporter)	Can Amend Principal Registration Can Pay Principal Fees Can Perform Principal 15 Day Reporting Can Perform Principal 6 Month Reporting	<input type="button" value="Edit"/> <input type="button" value="Delete"/>

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When you have finished adding permissions to Users, click on the “Continue” button.

16. Verify all of the information entered up to this point. At the end of the display page, you must certify that the information is true and correct to the best of your knowledge, information and belief and that you are the authorized registrant or authorized designee.  
Choose the appropriate radio button for full lobbying activity or limited activity not to exceed \$500 in a calendar year.  
Click the “Certify” button.

If you have to correct any information, you may choose the “Back” button to edit the principal’s registration information.

### Principal Certification

**I certify that the above is true and correct to the best of my knowledge, information and belief, and that I am the registrant or an authorized designee.**

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**I further certify that this organization anticipates performing full lobbying activities.**

**I further certify that this organization does not anticipate exceeding \$500 in lobbying expenditures in a calendar year. In the event that the organization’s lobbying expenditures exceed \$500 in one year, I will advise the Government Accountability Board and register the organization within 10 days of exceeding the threshold.**

**I understand that if I know or believe any of the above information not to be true, I may be subject to substantial penalties.**

#### Certifier Name

Tracey Porter

#### Registration Date

8/30/2012

After clicking the “Certify” button, you will see the following the message:

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