



16SKI5F63B9

**Virginia Conflict of Interest and Ethics Advisory Council  
LOBBYIST REGISTRATION FORM (Rev. 4/05)**

Please send the original and a copy with a \$50.00 registration fee, made  
Payable to the Treasurer of Virginia to:

*Secretary of the Commonwealth  
Attn: Lobbyist Specialist  
1111 E. Broad St  
4<sup>th</sup> Floor  
Richmond, Virginia 23219*

**FOR OFFICE USE ONLY**  
**Principal Notification Date** \_\_\_\_\_  
**Date Received** \_\_\_\_\_  
**Fee Paid: Check #** \_\_\_\_\_ **Cash** \_\_\_\_\_

(1) **PRINCIPAL:** \_\_\_\_\_ Generation Ready, Inc.

(1a) **What type of business is the principle engaged in:**

Provider of leader and teacher professional learning services

Officer of Principal authorizing your employment as a lobbyist, or to whom your expenditures will be reported. *The same name may not appear in items 2 and 5 of this form.*

(2) **Name:** \_\_\_\_\_ Justin Serrano

(2a) **Business Address:** \_\_\_\_\_ 352 Seventh Avenue, Suite 12A New York, NY 10001

(2b) **Business Telephone:** \_\_\_\_\_ 212-731-8401

Officer of Principal who will retain **ALL** records, in behalf of the principal, with respect to your lobbying activities for their organization. If records are physically stored in another location, please so indicate in the space provided by item 3c.

(3) **Name:** \_\_\_\_\_ Justin Serrano

(3a) **Business Address:** \_\_\_\_\_ 352 Seventh Avenue, Suite 12A New York, NY 10001

(3b) **Business Telephone:** \_\_\_\_\_ 212-731-8401

(3c) **Business Address/Telephone number of location where records are stored:**

\_\_\_\_\_  
\_\_\_\_\_

(4) **Please list the full name(s), business address(es), and telephone number(s) of all other individual(s) that are registered to lobby in behalf of the PRINCIPAL listed in item 1 of your registration form.**

H. Benson Dendy III, 707 East Main Street, Suite 1800, Richmond, VA 23219, 804-644-6600  
Christopher J. Whyte, 707 East Main Street, Suite 1800, Richmond, VA 23219, 804-644-6600  
Richard K. Grossman, 707 East Main Street, Suite 1800, Richmond, VA 23219, 804-644-6600

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(5) **LOBBYIST:** M. David Skiles

(5a) **Business Address:** 707 East Main Street, Suite 1800 Richmond, VA 23219

(5b) **Business Telephone:** 804-644-6600

(5c) **E-Mail Address:** dskiles@vectrecorp.com

Individual who will retain ALL records, on behalf of the lobbyist, with respect to your lobbying activities for the afore-designated principal. If records are physically stored in another location, please so indicate in the space provided in item 7d.

(6) **Name:** H. Benson Dendy, III

(6a) **Business Address:** 707 East Main Street, Suite 1800 Richmond, VA 23219

(6b) **Business Telephone:** 804-644-6600

(6c) **Business Address/Telephone number of location where records are stored:**

(7) **Matters and purpose for which you expect to lobby:** (be as specific as possible in this response)  
Matters relating to budget and educational issues

(8) **As a lobbyist, you are:** (check one)

☐ **Employed** (Lobbyist is on payroll of principal)

☒ **Retained** (Lobbyist is not on payroll of principal, but is compensated)

☐ **Not Compensated** (Lobbyist is not compensated, but expenses may be reimbursed)

(9) **If you are *employed* either part-time or full-time by the principal, please give your job title:**

**I, the undersigned lobbyist, do state that the information furnished on this registration statement and on any and all accompanying statements attached thereto, is to the best of my knowledge and belief, complete and accurate.**

Date: 12/30/2015 Lobbyist's Signature: M. David Skiles (Electronically Signed: 12/30/2015 10:21:00 PM UTC)