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**SECRETARY OF THE COMMONWEALTH
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
4th Floor
Richmond, Virginia 23219*

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

(1) **PRINCIPAL:** _____ Retail Alliance/Va. Retail Federation

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

_____ Retail merchants trade association.

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:** _____ Raymond Mattes III

(2a) **Business Address:** _____ 838 Granby Street Norfolk, VA 23510

(2b) **Business Telephone:** _____ 757-455-9321

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:** _____ Elizabeth Parsons

(3a) **Business Address:** _____ 838 Granby Street Norfolk, VA 23508

(3b) **Business Telephone:** _____ 757-455-9393

(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.**

Margaret Ballard, 1617 Longwood Drive, Norfolk, VA 23508 757-406-9431
Raymond Mattes, 838 Granby Street, Norfolk, VA 23510 757-455-9321
Kate Baker, 838 Granby Street, Norfolk, VA 23510 757-455-9305
Nancy Thomas, 5101 Monument Avenue, Richmond, VA 804-662-5500
Mary Huffard Kegley, 5101 Monument Avenue, Richmond, VA 804-662-5500

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(5) **LOBBYIST:** Margaret Frazer Ballard, Mrs.
(5a) **Business Address:** 838 Granby Street Norfolk, VA 23520
(5b) **Business Telephone:** 757-406-9431
(5c) **E-Mail Address:** mballard@retailalliance.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:** Elizabeth Parsons
(6a) **Business Address:** 838 Granby Street Norfolk, VA 23510
(6b) **Business Telephone:** 757-455-9393
(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)
All matters of concern to Virginia Retail Federation/Retail Alliance.

(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: 05/01/2015 Lobbyist's Signature: Margaret Frazer Ballard, Mrs. (Electronically Signed: 5/1/2015 5:46:50)