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LOBBYING REGISTRATION

Lobbying Disclosure Act of 1995 (Section 4)

Check if this is an Amended Registration 1. Effective Date of Registration 7/1/99
 2. House Identification Number 31996000 Senate Identification Number 20004-12

REGISTRANT

3. Registrant Name International Mass Retail Association
 Address 1700 North Moore Street Suite 2250
 City Arlington State VA Zip 22209
 4. Principal place of business (if different from line 3)
 City _____ State/Zip (or Country) _____
 5. Telephone number and contact name Contact E-Mail (optional)
(703) 841-2300 Morrison Cain mcain@imra.org
 6. General description of registrant's business or activities
Trade association representing the Mass Retail Industry

CLIENT

A lobbying firm is required to file a separate registration for each client. Organizations employing in-house lobbyists should check the box labeled "Self" and proceed to line 10. Self

7. Client Name _____
 Address _____
 City _____ State _____ Zip _____
 8. Principal place of business (if different from line 7)
 City _____ State/Zip (or Country) _____
 9. General description of client's business or activities _____

LOBBYISTS

10. Name of each individual who has acted or is expected to act as a lobbyist for the client identified on line 7. If any person listed in this section has served as a "covered executive branch official" or "covered legislative branch official" within two years of first acting as a lobbyist for this client, state the executive and/or legislative position(s) in which the person served.

Name	Covered Official Position (if applicable)
Brian Axell	
Chris Buchanan	
Morrison Cain	
Lisa Gilbertson	

Registrant Name: International Mass Retail Association

Client Name: International Mass Retail Association

Item	Description	Data
10a	Lobbyist Name	Jonathan Gold
10b	Covered Official Position	
10a	Lobbyist Name	Robin Lanier
10b	Covered Official Position	
10a	Lobbyist Name	Robert Verdisco
10b	Covered Official Position	

Registrant Name: International Mass Retail Association

Client Name: International Mass Retail Association

LOBBYING ISSUES

11. General lobbying issue areas. Select all applicable codes listed in instructions and on the reverse side of Form LD-1, page 1.

APP, BUD, CPT, CSP, ENV, FOO, HCR, LAW, LBR, PHA, SCI, TAX, TEC, TRA, TRD, TRU, UTI

12. Specific lobbying issues (current and anticipated)

AFFILIATED ORGANIZATIONS

13. Is there an entity other than the client that contributes more than \$10,000 to the lobbying activities of the registrant in a semiannual period and in whole or in major part plans, supervises, or controls the registrant's lobbying activities?

- No. Go to line 14. Yes. Complete the rest of this section for each entity matching the criteria above, then proceed to line 14.

Name	Address	Principal Place of Business (city and state or country)

FOREIGN ENTITIES

14. Is there any foreign entity that:

- a) holds at least 20% equitable ownership in the client or any organization identified on line 13; or
- b) directly or indirectly, in whole or in major part, plans, supervises, controls, directs, finances, or subsidizes activities of the client or any organization identified on line 13; or
- c) is an affiliate of the client or any organization identified on line 13 and has a direct interest in the outcome of the lobbying activity?

- No. Sign and date the registration. Yes. Complete the rest of this section for each entity matching the criteria above, then sign and date the registration.

Name	Address	Principal Place of Business (city and state or country)	Amount of contribution for lobbying activities	Ownership percentage in client

Signature: *Morrison G. Cain* Date: 8/9/99
Printed Name and Title: Morrison Cain - Senior Vice President, Government Affairs