Clerk of the House of Representatives	Secretary of the Senate
Legislative Resource Center	Office of Public Records
B-106 Cannon Building	232 Hart Building
Washington, DC 20515	Washington, DC 20510

Secretary of the Senate
Received: Apr 03, 2007

LOBBYING REGISTRATION

Lobbying Disclosure Act of 1995 (Section 4)

Check if this is an Amended Registration ☐

1. Effective Date of Registration Apr 01, 2007

2. House Identification Number 32097

Senate Identification Number 15188-1001650

REGISTRANT

3. Registrant Name: HEIDEPRIEM & MAGER INC
Address: 888 SEVENTEENTH STREET, NW SUITE 800
City: WASHINGTON State: DC Zip: 20006

4. Principal place of business (if different from line 3):

5. Telephone number and contact name:
2028228060 Contact: ANN M BRUNK
E-mail(optional): ABRUNK@HEIMAG.COM

6. General description of registrant's business or activities:
PUBLIC POLICY CONSULTING

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: PACIFIC CAPITAL BANKCORP NA
Address: PO BOX 2718 495 WASHINGTON STREET
City: MONTEREY State: CA Zip: 93942

8. Principal place of business (if different from line 7):

9. General description of client's business or activities:
OFFERS A FULL RANGE OF COMMERCIAL AND CONSUMER BANKING SERVICES

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 the client, state the executive and/or legislative position(s) in which the person served.

Name: HEIDEPRIEM, NIKKI
Covered Official Position (if applicable): N/A
Name: WILLIAMS, LISA
Covered Official Position (if applicable): N/A

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:

BAN

12. Specific lobbying issues (current and anticipated):

EDUCATE MEMBERS ABOUT THE VALUE OF REFUND ANTICIPATION LOANS

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

☒ No, then go to line 14.

☐ Yes, then complete the rest of this section for each entity matching the criteria above, then proceed to line 14.

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, then sign and date the registration.
☐ Yes, then complete the rest of this section for each entity matching the criteria above, then sign and date the registration.

Signature: ON FILE Date: Apr 03, 2007

Printed Name and Title: -