

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning January 1 20 10 ;
ending June 30 20 10 ;

TO THE GOVERNING BODY of the: Town of } Madison
 Village of }
 City of }
County of Dane Aldermanic Dist No 8 (if required by ordinance)

Applicant's Wisconsin Seller's Permit Number: <u>456-102696429-02</u>	
Federal Employer Identification Number (FEIN): <u>27-0394450</u>	
LICENSE REQUESTED ▶	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$
<input type="checkbox"/> Wholesale beer	\$
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input checked="" type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$
TOTAL FEE	\$

1 The named INDIVIDUAL PARTNERSHIP LIMITED LIABILITY COMPANY
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above

2 Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): ▶ Scott A Acker, Vice-President and Gregory A Rice, President
702 UNIVERSITY SQUARE LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company List the name, title, and place of residence of each person

Title	Name	Home Address	Post Office & Zip Code
President/Member	<u>President Gregory A. Rice</u>	<u>925 Magnolia Drive, Madison, WI</u>	<u>53704</u>
Vice President/Member	<u>Vice President Scott Allan Acker</u>	<u>1641 Legend Hill Lane, Waukesha, WI</u>	<u>53189</u>
Secretary/Member			
Treasurer/Member			
Agent	▶ <u>Scott A. Acker 1641 Legend Hill Lane, Waukesha, WI 53189</u>		
Directors/Managers			

3 Trade Name ▶ TBD Business Phone Number TBD
4 Address of Premises ▶ 702 West Johnson Street Post Office & Zip Code ▶ Madison, WI 53703

- 5 Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? Yes No
- 6 Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant? Yes No
- 7 Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? Yes No
- 8 (a) **Corporate/limited liability company applicants only:** Insert state WI and date 05/28/09 of registration
- (b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? Yes No
- (c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? Yes No
- (NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above)

9 Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters if used, for the sales, service, and/or storage of alcohol beverages and records (Alcohol beverages may be sold and stored only on the premises described) 702 West Johnson Street, University Square Retail

- 10 Legal description (omit if street address is given above): _____
- 11 (a) Was this premises licensed for the sale of liquor or beer during the past license year? Yes No
(b) If yes, under what name was license issued? Fieldpass
- 12 Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630 5) before beginning business? [phone 1-800-937-8864] Yes No
- 13 Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2, above? [phone (608) 266-2776] Yes No
- 14 Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? Yes No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another (Individual applicants and each member of a partnership applicant must sign; corporate officer(s) members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

SUBSCRIBED AND SWORN TO BEFORE ME

this 19 day of June, 2009

Jarah Novak
(Clerk/Notary Public)

My commission expires 4/28/2013

Scott Acker
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)

(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

City of Madison Supplemental Class B License Application

<input checked="" type="checkbox"/> Seller's Permit Number <input checked="" type="checkbox"/> Federal Employer Identification # <input checked="" type="checkbox"/> Notarized Original Application Form <input checked="" type="checkbox"/> Notarized Supplemental Form <input type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input checked="" type="checkbox"/> Written Description of Premise <input checked="" type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <input checked="" type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu <input checked="" type="checkbox"/> Business Plan
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1. Name of Applicant/Partner/Corporation/LLC 702 University Square LLC

2. Address of Licensed Premise 702 W. Johnson

3. Telephone Number: 262-574-9112 4. Anticipated opening date: January 15, 2010

5. Mailing address if not opening immediately 1641 Legend Hill Ln., Waukesha, WI 53189

6. Have you contacted the Alderperson, Police Department District Captain, Alcohol Policy Coordinator, and the neighborhood association representative for the area in which you intend to locate? Yes No

7. Are there any special conditions desired by the neighborhood? Yes No

Explain. _____

8. Business Description, including hours of operation: See Business Plan Sect 3.0

p 14-16

9. Do you plan to have live entertainment? No Yes—What kind? DJ, BAND on occasion

10. Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all areas where alcohol beverages are to be sold and stored. **The licensed premise described below shall not be expanded or changed without the approval of the Common Council.**

See Attached Business Plan + FLOOR PLAN 702 W. Johnson St. Total SF 25,000 SF
WITH 10,000 SF on mezzanine and 14,500 SF 1st Floor
See page 11, 12 and 3.6 page 16 of Business Plan.

11. Are any living quarters directly or indirectly accessible and under control of the applicant? Yes No
 Please note that alcohol may be sold and stored only on the licensed premise, not in living quarters.

12. Describe existing parking and how parking lot is to be monitored. Street parking, underground ramp
for University Square, and Lake Street ramp across street.

13. Describe your management experience, staffing levels, duties and employee training.

See Attached Business Plan p. 4, 30, 37, 28

14. Identify the **registered agent** for your Corporation or LLC. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation.

Scott A. Acker 1641 Legend Hill Lane Waukesha WI 53189
 Name Address

15. Utilizing your market research, who would you project your target market to be?

See Business Plan p. 18-24

16. What age range would you hope to attract to your establishment? 10 - 70

17. Describe how you plan to advertise/promote your business. What products will you be advertising?

Products-Food / We will utilize appropriate print, broadcast, and electronic media for advertising/marketing, including Kohl Center and Stadium.

18. Are you operating under a lease or franchise agreement? Yes (attach a copy) No
LEASE WILL NOT BE EXECUTED UNTIL APPROVAL OF LICENSE

19. Owner of building where establishment is located: University Square LLC

Address of Owner: PO Box 8685, Madison, WI 53708 Phone Number 608-242-5566

20. Private organizations (clubs): Do your membership policies contain any requirement of "Invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin? Yes No

21. List the Directors of your Corporation/LLC

Scott Acker 1641 Legend Hill Lane, Waukesha, WI 53189
Name Address

Gregory Rice 925 Magdeline Drive, Madison, WI 53704
Name Address

Name Address

22. List the ~~Stockholders~~ of your Corporation/LLC

SCOTT ACKER 1641 LEGEND HILL LN., WAUKESHA, WI 53189 50%
Name Address % of Ownership

GREGORY RICE 925 MAGDELINE DR., MADISON, WI 53704 50%
Name Address % of Ownership

Name Address % of Ownership

23. What type of establishment are you? (Check all that apply) Tavern Nightclub Restaurant

Other Please Explain. AND BANQUET FACILITY

24. What type of food will you be serving, if any? See Menu's

Breakfast Lunch Dinner

25. Please submit a sample menu with your application, if possible. What might eventually be included on your operational menu when you open? Appetizers Salads Soups Sandwiches Entrees

Desserts Pizza Full Dinners

26. During what hours of your operation do you plan to serve food? During all open hours

27. What hours, if any, will food service not be available? None
28. Indicate any other product/service offered. VERY LIMITED
Some retail
29. Will your establishment have a kitchen manager? Yes No
30. Will you have a kitchen support staff? Yes No
31. How many wait staff do you anticipate will be employed at your establishment? 100
During what hours do you anticipate they will be on duty? All open hours
32. Do you plan to have hosts or hostesses seating customers? Yes No
33. Do your plans call for a full-service bar? Yes No
If yes, how many bar stools do you anticipate having at your bar? 50 + 10 banquet
How many bartenders do you anticipate you would have working at one time on a busy night? 7
34. Will there be a kitchen facility separate from the bar? Yes No
35. Will there be a separate and specific area for eating only? Yes No
If yes, what will be the seating capacity for that area? AFTER HOURS 150
36. What type of cooking equipment will you have? Stove Oven Fryers Grill Microwave
37. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products? Yes No
38. What percentage of your overall payroll do you anticipate will be devoted to food operation salaries?
40%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 80-90%
What percentage of your advertising budget do you anticipate will be drink related? 10-15%
40. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? Yes No
41. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? Yes No

42. What is your estimated capacity? 900 Total area

(150 - Skybox; 300 - Banquet; 450 - 1st Floor)

43. Pursuant to Chapter 23 of the Madison General Ordinances, all restaurants and taverns serving alcohol beverages shall substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. For new establishments, the percentage will be an estimate.

Gross Receipts from Alcoholic Beverages	40 %
Gross Receipts from Food and Non-Alcoholic Beverages	58 %
Gross Receipts from Other	2 %
Total Gross Receipts	100%

44. Do you have written records to document the percentages shown? Yes No

You may be required to submit documentation verifying the percentages you've indicated

Based on our business plan "past experience" location, this is our best estimate. We will be able to verify once open.

Read carefully before signing: Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. Any lack of access to any portion of a licensed premise during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Subscribed and Sworn to before me:

this 19 day of June, 2009

Jarob Jordan
(Clerk/Notary Public)

[Signature]
(Officer of Corporation/Member of LLC/Partner/Individual)

My commission expires 4/28/2013

Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

I, Greg Rice, officer/member for 702 University Square LLC
(Corporation/LLC), doing business as Badger Hall of Fame Grill authorize and appoint
Scott Acker (Name) as the liquor/beer agent for the premise
located at 702 West Johnson Street

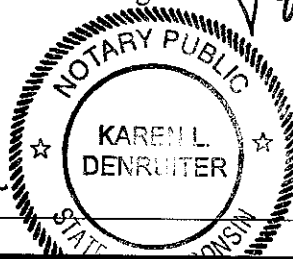
Subscribed and sworn to before me this

23rd Day of June, 2009

Karen L. Denruiter
Notary Public, Dane County, Wisconsin

My Commission Expires 04-08-12

Signature of Officer/Member



To be completed by appointed Liquor/Beer Agent

I, Scott A. Acker, appointed **liquor/beer agent** for
702 University Square LLC (name of Corporation or LLC), being first duly sworn
say I have vested in me, by properly authorized and executed written delegation, full authority
and control of the premise described in the license of such corporation or limited liability
company, and I am involved in the actual conduct of the business as an employee, or have a
direct financial interest in the business of the licensee, therein relating to the intoxicating
liquor/fermented malt beverage. The interest I have in the business is 20 %.

Subscribed and sworn to before me this

19 Day of June, 2009

Janet Fiedler
Notary Public, Dane County, Wisconsin

My Commission Expires 4/28/2013

Signature of Agent

The appointed Liquor/Beer Agent must complete the other side of this form.

Business Plan

CONCEPT

It is undeniable: Madison is a sports town. From spring high school tournaments to Badger fall Saturdays, there is never a shortage of activity. But there is a gap. The need for a downtown destination that shares this passion of sport. That provides a meeting ground for friends and family before, during and after the big game. And where patrons can find a decent meal downtown in a casual, contemporary environment.

Enter The Badger Hall of Fame Grill: a new landmark destination in downtown Madison.

Located only two blocks from the Kohl Center – on the ground floor of University Square located at 702 West Johnson Street – “The Badger” (working name) will be a Wisconsin Badgers memorabilia-themed, full-service restaurant and banquet facility.

Catering to residents and visitors, students and alumni alike. The Badger will be a full-service restaurant inspired by the legendary history of Wisconsin Badger athletics. Imagine if you will the Hard Rock Café, but instead of Keith Richards’ guitar and Elvis’ jumpsuit, picture Ron Dane’s Heisman Trophy and the 2006 NCAA Men’s National Hockey Champions trophy. A true Badger-themed environment at every point of service: from the greeting at the door, to the menu, to the servers’ uniforms, to the array of sports programming, to the trophies and memorabilia that line the walls of each themed room – every minute of the experience will reflect the quality and dedication of the Wisconsin Badgers women’s and men’s sports teams that inspired the concept of The Badger Hall of Fame Grill.

The downtown Madison market is dense in population with a mix of students, alumni, professionals and visitors attending the 200+ sold-out events at the Kohl Center each year – not to mention events at Camp Randall and other university locations. This is the perfect environment for a full-service sports-themed restaurant to succeed.

GAME PLAN

The Badger Hall of Fame Grill isn’t any old downtown restaurant. It will be the only sports-themed restaurant downtown with table seating dominating its footprint. In other words, the only place to truly relax with a quality meal before, during and after the game (Or to just talk about the game, or the next game, or the next season.)

The Badger will be open seven days a week and will serve breakfast/brunch, lunch, and dinner to cater to the varied needs of its customers. There will be two menus: one for the “Downstairs” on the main floor of the restaurant that includes appetizers, soups, salads, burgers, sandwiches, pizzas, and entrees all priced under \$15.00; and one for the “Sky Box” on the second floor, featuring a more upscale offering with no items exceeding \$25.00.

In addition to this core business, The Badger Hall of Fame Grill will also dedicate several thousand square feet to banquet facilities. This is a significant opportunity given the high volume of downtown events and few quality options for our target audiences.

BACKGROUND

The key driver to the success of any restaurant? Experience.

The Badger Hall of Fame Grill is the brainchild of Scott Acker. Scott is the owner/operator of the wildly successful sports-themed restaurant Quaker Steak & Lube in Middleton, WI. In addition, Scott has owned 15 Steak Escape store units, one A&W unit, and one I Can't Believe It's Yogurt. Bottom line, Scott knows what it takes to profitably grow and operate a restaurant.

Scott brings with him a talented team of financial, restaurant, and marketing professionals. His partner Greg Rice is the CEO of Executive Management Inc. of Madison, WI. EMI manages a portfolio of commercial, residential and retail properties with a value in excess of \$100 million.

Konrad Arnold will serve as The Badger's general manager. Konrad has 22 years of experience in the restaurant business and he has worked for Scott at Quaker Steak & Lube as his service manager. Konrad is also the owner and operator of the Opus Lounge located at 116 King Street in Madison.

Shine Advertising will serve as the marketing and advertising partner for The Badger Hall of Fame Grill. Shine Advertising is a nationally recognized advertising agency that has worked with clients such as Toppers Pizza, Quaker Steak & Lube, Wisconsin Cheese, Harley-Davidson, Veridian Homes, and Kaplan, Inc.

It is this seasoned team that will ensure that The Badger Hall of Fame Grill becomes a true destination in downtown Madison. A trusted place to take the load off and grab a quality meal on game day. And a new part of the storied Badger sports tradition.

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The Badger Hall of Fame Grill concept will be the newest full-service restaurant and sports bar centrally located in the heart of the University of Wisconsin-Madison campus. The Badger Hall of Fame Grill will celebrate the best of the University Of Wisconsin-Madison sports history. Our goal is to be event-driven, high energy, and a fun place for both students and alumni while serving great food and drinks.

1.1) MISSION

It will be our mission, as a premier destination restaurant company to serve our guests, employees and our community the way we would want to be served ourselves. The Badger Hall of Fame Grill guest will be served an excellent product with not only great quality but also great service. Our goal is for our guests to have fun, feel the energy, experience our unique tastes, and know we care.

1.2) KEYS TO SUCCESS

Brand Positioning Statement

Our guests will have fun, feel the energy, experience the unique atmosphere, celebrate the history of the best of the best in college sports, eat great-tasting food, and experience consistently great service that shows we care.

Our Vision Statement

To create from scratch a unique brand of restaurant that will set us apart from the usual college bar and food experience. We will execute to the best of our abilities and create shareholder value.

The Badger Hall of Fame Grill will always be dedicated to having fun and making the guest experience GREAT. In the food service industry, many restaurants are good but few are great. The Badger Hall of Fame Grill will strive to be like the great sports teams that it is celebrating - the University of Wisconsin-Madison sports teams of the last 100 years. We have a team that will strive each and every day to make a great restaurant and create a unique dining experience for all of our guests.

Some of our goals at The Badger Hall of Fame Grill include:

- Making the guest experience GREAT.
- Valuing, respecting, and trusting each other's abilities and contributions to further our successes.
- Fostering a fun and enriching environment in which creativity, teamwork, openness, diversity, courage, balance, and accountability are celebrated.
- Being innovative and embracing new ideas as the concept grows out of its start-up phase.
- Eliminating barriers that get in the way of operating simply, quickly, and efficiently.
- Achieving the financial success that will enable us to grow and fulfill our Vision.

Guest Service Policy

We will develop and maintain an understanding of our guests' needs and expectations.

through personal interactions, observations of our service and guest experience measurements. We will make guest-focused decisions by maintaining our quality standards, recipes, service training, removing barriers to satisfaction and delivering a truly great experience.

- 60-second guest greets
- 2 minutes to suggest drinks and appetizer
- 2 minutes to order and deliver drinks
- 5 minutes of drink order, take entree order
- Within 12-15 minutes of entree order, deliver entree
- 2-minute check
- Check back on quality and taste of everything ordered
- Suggest dessert and after-dinner drinks
- Present and attend to payment of guest check
- Thank guests and direct to souvenir shop and invite them to return

The Badger Hall of Fame Grill Guest Bill Of Rights

1. Every guest will be served by friendly, well-groomed, well-trained team members who take pride in their job and have fun doing it.
2. Every guest is to be acknowledged with eye contact, a greeting, and a smile from all management and team members within a 3-foot radius.
3. Spotlessly clean, safe, well-maintained facilities and equipment.
4. HOT FOOD HOT and COLD FOOD COLD
5. Plates and silverware will be clean and dry and free of imperfections.
6. Entree will be served the way the guest requests without any questions.
7. The first to the last guest of the day will have the same experience, the same consistent standard of product, quality service and FUN!
8. A "can-do" attitude by our hospitality-focused management that motivates a young, high-spirited team.

"The Badger" is incorporated in the State of Wisconsin as 702 University Square Limited Liability Company. Its physical address is 702 W. Johnson Street, Madison, Wisconsin 53703. The Company shareholders are founders Scott Acker, managing member and Greg Rice, cofounder and owner of the University Square building.

2.1 COMPANY OWNERSHIP

"The Badger" is a privately held Limited Liability Company co-owned by Scott Acker and Greg Rice. Scott Acker has 23 years of hospitality experience which includes the following:

- Fast-service experience at Steak Escape where he held every position from cast member to franchise consultant overseeing 30 restaurants in seven states
- Owning 15 Steak Escape store units, one A&W store unit, one I Can't Believe It's Yogurt store unit, one street location Steak Escape, and independent start-up store featuring scratch soup and sandwiches called Milwaukee Soup Company

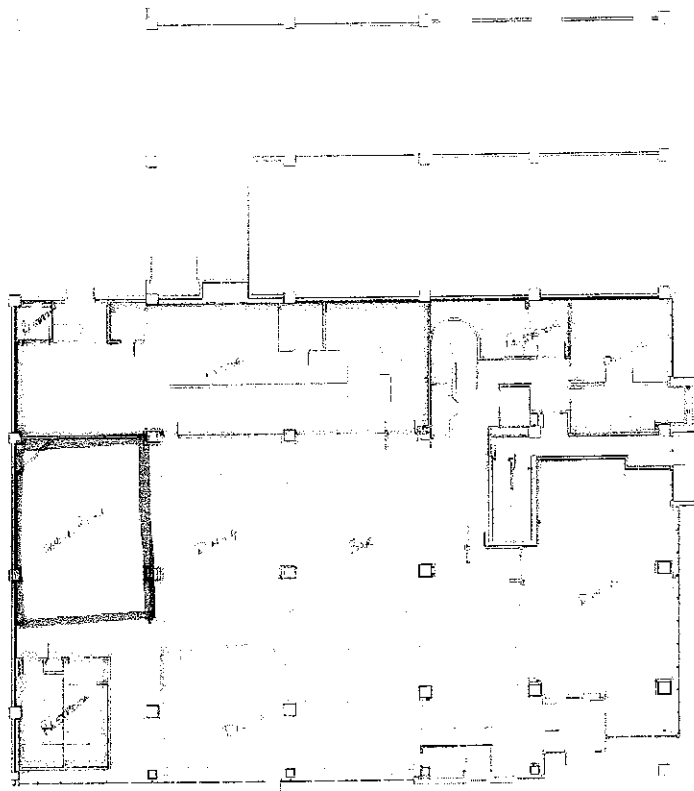
Greg Rice has over 40 years of real estate experience in the Madison and Dane County area.

2.2 START-UP SUMMARY

Our start-up costs come to two million dollars loaned through an SBA loan program and two million dollars of investment equity.

2.3 COMPANY LOCATIONS AND FACILITIES

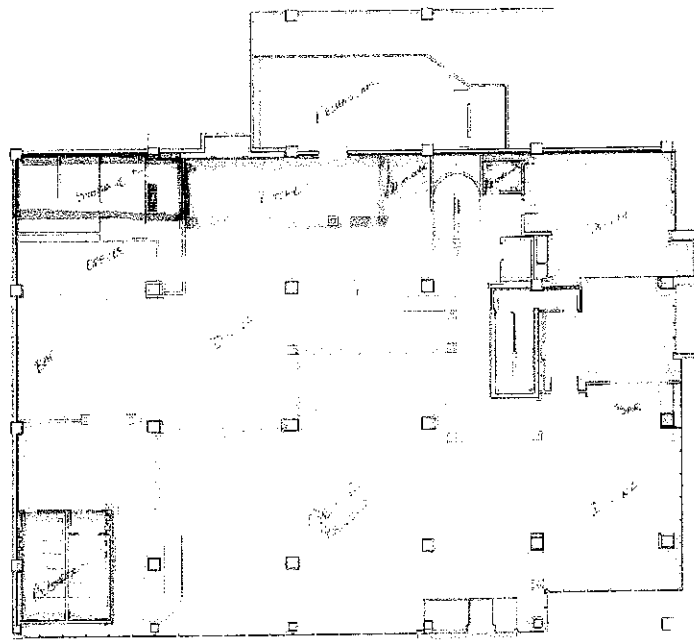
The Badger Hall of Fame Grill will be located on the ground level of the University Square building located at 702 W. Johnson Street in the heart of the University of Wisconsin-Madison campus and across the street from the Kohl Center. The all-new University Square building is a mixed-use building containing 365 upscale apartments that house 800 students, 80,000 square feet of University of Wisconsin administration and student association space, as well as 140,000 gross square feet of retail space.



LINVILLE ARCHITECTS, LLC
 PROJECT OKLAHOMA
 62-29-0029
 02-28-2022
 04-17-2022
 04-19-2022
 04-26-2022

450 seating

FIRST FLOOR A1-1
 14,500 SF
 Restaurant / Game Room /
 Bar Area



LINVILLE ARCHITECTS, LLC
 PROJECT OKLAHOMA
 62-29-0029
 02-28-2022
 04-17-2022
 04-19-2022
 04-26-2022

UPPER FLOOR A1-2
 10,000 SF
 Banquet 300 seats
 Skybox 150 seats

Sunday through Friday

Breakfast 6:30 a.m. – 10:30 a.m.

Saturday and Sunday

Brunch table service 10 a.m. – 2 p.m.

Sunday through Saturday

all-day menu Lunch and Dinner 10:30 a.m. – 11:30 p.m.

Sunday through Thursday

late-night menu 11:30 p.m. – 2:30 a.m.

Friday and Saturday

late-night menu 11:30 p.m. – 3:30 a.m.

3.2 PRODUCT AND SERVICE DESCRIPTION

Badger Downstairs Menu Ideas

Appetizers

- Cheese curds-white cheddar (fryer)
- Onion rings (maybe goal post-fryer)
- Badger tracks (fryer.convection oven salamander)
- Potato skin planks (flat top convection oven salamander)
- Nachos (pulled pork beef or chix-fryer/sal / conv)
- Red potato chips-cheese dip (fryer)
- Quesadillas (flat top)
- Chicken tenders (fryer)
- Salads (pantry coolers)
- Wings (hot mild asian bbq hot garlic badger bbq. ragin cajun-fryer)
- Bruschetta (conveyor or salamander)
- Sliders (buffalo chicken pork. cheeseburger-flat top)
- Breaded mushrooms (fryer)
- Jalapeño bottlecaps (fryer)
- Pretzels (conveyor)
- Lettuce wraps
- Cheese bread (conveyor or salamander)

Soups (4 burner stove)

- Cheesy brat soup
- French onion (float cheese curds)
- Chicken enchilada
- Creamy broccoli cheddar
- Yukon potato with bacon & cheddar
- Black bean spicy sausage chorizo

Salads-pantry coolers

- Buffalo chicken salad (flat top)
- W salad (Waldorf chicken salad-flat top)
- Salad wedge
- Thai veggie salad/farmers market salad
- Hot bacon spinach salad or kickin' chicken spinach salad (flat top)
- Steak salad (flat top)
- Southern fried chicken salad (fryer)

Burgers (grill or mieco)

- Cheeseburger (American cheddar swiss single double triple grand slam)
- BBQ bacon cheeseburger (cheddar or pepperjack)
- A-1 burger (onion mushroom swiss)
- Turf burger (spinach blue cheese hot sauce. bacon)
- Pizza burger
- Turkey burger
- Veggie burger
- Black & blue (blue cheese blackening seasoning. chipotle mayo)
- Red & white burger (roasted red peppers pepper jack tortilla strips sour cream)

Sandwiches

- Philly cheesesteak (flat top)
- Pulled pork (flat top)
- Chicken breast sandwich (grill)
- Swiss bacon chicken (grill)

- Fried chicken or buffalo chicken (fryer)
- Steak sandwich (London broil blue cheese aioli caramelized onions lettuce tomato-grill)
- Veggie wrap/farmers' market salad (flat top)
- Chicken caesar wrap (flat top)
- Clubhouse club (flat top)
- Portabella grilled veg sandwich (flat top)

Pizzas-conveyor

- BBQ chicken (Crust-white)
- Buffalo chicken
- 5 cheese & tomato (Mozzarella blue fontina feta)
- Spinach fontina cheese chicken (provolone parmesan)
- Philly
- Hawaiian-pizza fusion menu (Sauces-tomato pesto BBQ white)
- Greek-CA pizza (use kitchen Med Pizza)
- Farmers' market-pizza fusion (Toppings-artichoke tomato green peppers)
- Italian-banana peppers Ital saus calm olive (onions button mushrooms spinach bacon)
- Build your own (pepperoni chicken sausage pineapple portabella mushrooms banana peppers squash zucchini sundried tomatoes)

Entrees

- Kalamata (crusted salmon or maple bourbon glazed salmon-flat top)
- Citrus or BBQ smoked 1/2 chicken (smoker/flat top/grill)
- BBQ ribs (1/2 or full-smoker/flat top/grill)
- Pasta bowls (1 red; 2 white; tortellini fettuccine penne-6 burner stove)
- Bone in ribeye (grill)
- Tenderloin (grill)
- Meatloaf (flat top/convection oven)
- Stuffed chicken breast (spinach sundried tomato portabella mushroom Ital sausage fontina sauce-flat top/convection oven)

Sides

- Grilled vegetables (zucchini squash red onions tomatoes-balsamic glaze-flat top/4 burner stove)
- Waffle fries (fryer)
- Red potato chips (fryer)
- Cheesy potato mashed (red mashed bacon sour cream cheese scallions)
- Baked potato (convection oven)
- Coleslaw
- Baked beans (6 burner stove)

Badger Skybox Menu Ideas

Appetizers (starters & bar food)

- Salad wedge
- Hearts of romaine caesar parmesan smoked chicken
- Roquefort blue cheese red chips scallions roma tomatoes
- Buffalo mozzarella red onion roma tomatoes balsamic glaze basil
- Thai cabbage ahi tuna wasabi cream (4 burner stove)
- Stuffed pretzel roll (conveyor)
- Crab cake sliders-roma tomato dijon aioli lettuce (4 burner stove)
- Sugarcane skewered shrimp (4) (2 per skewer) grilled pineapple roasted red pepper-soy buerre blanc or black truffle oil (grill)
- Lox salmon timbale-salmon cucumber/dill cream cheese dill oil capers toast points

Soup (4 burner stove)

- Lobster bisque
- Mushroom brie
- Organic tomato

Burger & Sandwich

- Knoke burger-newski bacon; award-winning cheddar (grill)
- Salmon BLT (grill)

Entrees (will need small steam table)

- Pork tenderloin-goat cheese polenta, cabernet portabellas; deep-fried sage (grill & 4 burner stove)
- Baked salmon-black bean puree sour cream sauce (grill & 4 burner stove)
- Ribeye-boursin & fried onion straws-fryer & grill
- Buffalo flank steak-raspberry sauce (grill & 4 burner stove)
- Tortellini-wild mushroom white sauce etc (4 burner stove)
- Scallops & shrimp-thai curry lemon grass broth jasmine or basmati rice (4 burner stove)

Pizzas (small conveyor or put in convection oven)

- Bruschetta pizza
- Spinach fontina roasted garlic red peppers sundried tomatoes prosciutto cream sauce
- Smoked chicken kalamata olives red onion parmesan mozzarella red sauce

3.3 COMPETITIVE COMPARISON

List of other properties:

Nitty Gritty, State Street Brats, Johnny O's Stadium Bar, Wandos State Street and Regent Street bar and restaurants. Our advantage over our competition will be that our focus will be on food sales and size of space. Most of the businesses listed above have a bar focus and are small footprinted.

3.4 FULFILLMENT

Managing partner, Scott Acker, has over five years of experience with vendors in the Madison market and over 20 years of purchasing experience in the hospitality industry. Scott has had direct experience with almost every food and beverage vendor and has an excellent reputation and strong relationships with these vendors. These relationships will help us overcome start-up problems which we may encounter. Scott believes in the promise of paying invoices on time and not using vendors and suppliers as banks. In doing so, the vendors appreciate the honest approach which usually results in better and faster service and cooperation.

Vendors:

Food: Reinhart / Sysco / Fox River Foods / US Foods / Cerglina Italian Foods
Beer: General Beverage / Frank Beer / Wisconsin Distributors
Liquor: Edison / Philips / Frank Liquor / General
Produce: Loferado

3.5 TECHNOLOGY

Our Point of Sale system will be Aloha Radiant Technologies. Our telephone and cable provider will be TDS. Our television will be Direct TV and music service will be DMX or X-FM. We will create a website prior to opening. We will have WiFi service available for guest convenience.

3.6 FUTURE PRODUCTS AND SERVICES

We will have approximately 300 seats of banquet space built now which we will develop into a large banquet and party space after opening, and 150 seats of private dining and bar service upon opening. The private dining area will be called the Sky Box. The experience will be enhanced by the great window looking outside which creates a "Sky Box" feel allowing guests to look down on the crowd below both inside and outside the restaurant. The main floor of the restaurant will have seating for 450 people as well as a game room.

The downtown Madison restaurant scene is very well developed. From high-end dining to fast food, Madison's diverse taste and demographics along with a very large student population drive a heavily used restaurant area. We will set ourselves apart from the rest by offering a unique restaurant experience with decor that really connects with students and alumni. University Square's position is perfect for our concept to flourish for years to come with its sports bar and grill atmosphere and the connection to Badger fans of all ages. See attached study.

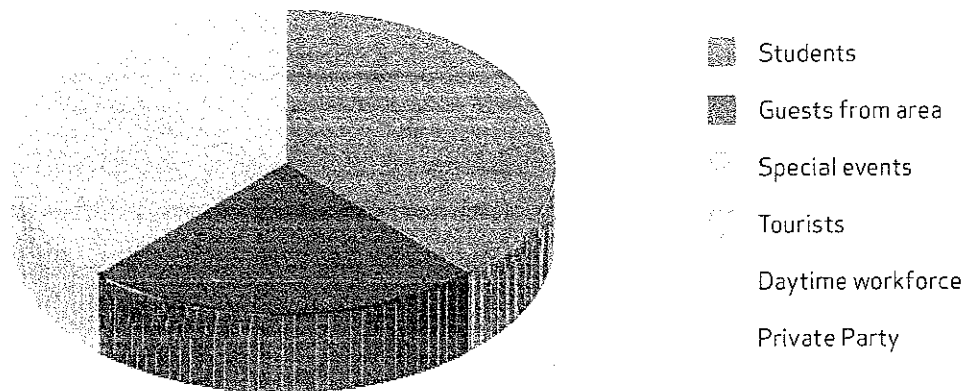
4.1 MARKET SEGMENTATION

The sports bar is bigger than ever. It is more fun to eat in a bar than drink in a restaurant. For the past 25 years, people have gravitated to casual eateries that cater to watching sports and celebrating with others while being socially connected to their favorite teams. The campus area does not have a sports bar. The Badger Hall of Fame Grill will provide the campus with the ultimate sports bar experience with high-tech plasma televisions and sound system and a jumbo-screen television so that the whole crowd can clearly see and hear all of the action. Sports programming will be provided by ESPN Direct TV as well as specific sports programming centered around the University of Wisconsin-Madison athletic programs. The restaurant will feature sports memorabilia and the best displays of trophies celebrating the University of Wisconsin-Madison's teams of the past as well as today.

Market Analysis

Potential Customers	Growth	Year 1	Year 2	Year 3	Year 4	Year 5	CAGR
Students	40%	40	56	78	109	153	39.85%
Guests from area	30%	25	33	43	56	73	30.72%
Special events	25%	20	25	31	39	49	25.11%
Tourists	5%	5	5	5	5	5	0.00%
Daytime workforce	10%	10	11	12	13	14	8.78%
Private party	99%	5	10	20	40	80	100.00%
Total	37.38%	105	140	189	262	374	37.38%

Market Analysis (Pie)



4.2 TARGET MARKET SEGMENT STRATEGY

With numerous restaurants in the campus area, we will be going after the students first, followed by the large number of government university and business dollars. The next layer of business we will go after will be the large party, wedding, banquet, and convention sector. We will market our brand in the Kohl Center and also in Camp Randall. Badger Sports properties will be one of our larger marketing vendors.

4.2.2 MARKET NEEDS

Our location is in the center of all sporting events but there is also a need for marketing when no sporting events are going on. We will have specials that generate traffic all year round including All You Can Eat, Wing Day, karaoke, live bands, game day, and meeting space. Our size and location will be our biggest strength. Delivery and catering will also be layers of our restaurant. We will be able to service parties from 25 to 500. We will also be able to accommodate small private parties. Our catering and delivery will meet all needs from casual to upscale. Our goal will be to always serve all guests comfortably with food and service to match their needs.

4.2.3 MARKET TRENDS

A. Present Status

Restaurants are the cornerstone of the economy. There are 935,000 restaurant locations in the United States representing \$537 billion in direct sales, employing 12.8 million people per day. Another 2 million are expected to be added between 2007 and 2017.

Due to its size, coupled with the revenue potential, the restaurant industry has become one of the most competitive industries in the United States today. The competition

is increased in part by the relative ease of entry into the market combined with the difficulty of establishing a foothold with the consumer base and differentiating one's business from the competition

The upside to the challenges faced by a business owner is that he or she only needs to carve a small niche in the very large pie constituting the restaurant industry. This is proven by the fact that on a typical day in 2007 there were \$1.5 billion in restaurant sales. Average unit sales in 2004 were \$795,000 at full-service restaurants and \$671,000 at limited service restaurants.

Full-service and fast food restaurants comprise two main categories of restaurants in the industry and account for the majority of the consumer dollars spent at dining establishments. Of the total sales in 2002, full-service and fast food restaurants accounted for 39% and 38% respectively.

Full-service restaurants are offering more options to provide consumers with fast and easy food service. The National Restaurant Association found consumers desire carry-out and delivery options, and many view take-out as essential to their lifestyles.

Men are more likely than women to use restaurant services (91% versus 85% respectively), and younger adults are more likely to use restaurants than older adults (6.9 weekly restaurant visits for adults 18-44, versus 3.3 visits for adults 65 and older).

Americans now spend nearly half of their food dollars on meals and snacks at food-service facilities. Total away-from-home expenditures amounted to \$41.5 billion in 2002, up 58% from 1992. Households will continue to increase their spending on foodservice meals and snacks at an annual rate of 1.2% in real (inflation adjusted) terms. Rising household incomes and demographic changes such as smaller household size will contribute to this trend.

The current economic model (outlined by Becker, 1965) holds that costs of consumption can include prices as well as time spent eating food, preparing food, and cleaning up after a meal. A household must therefore decide whether to spend time on all aspects of the activity of eating a meal or outsource some aspects like preparation and cleaning. Factors contributing to this condition include the household's finances, the opportunity cost of its manager's (the person primarily responsible for shopping, cooking, cleaning, and other household chores) time, and how well the manager can cook.

The current market condition relative to new company start-up in the restaurant and bar industry is strong. Today's consumers regard food prepared away from home as a necessity. Convenience, a need for socialization, and gains in real disposable income have led consumers to spend more of their food dollars in restaurants. Full-service restaurants, with waiter/waitress service, represent 52% of all restaurant sales in the U.S. This observed growth is caused by consumers' desire for fun and enjoyment. Growth in sales, particularly at casual dining establishments, is also driven by the number of higher income households.

B. Trends

As previously stated, restaurants are one of the cornerstones of the economy. Subsequently, dining at restaurants is one of the cornerstones in the habits of the everyday lives of Americans.

According to the National Restaurant Association's industry tracking for 2005 consumers ate out in about 900 000 locations, purchasing around 70 billion meals and snacks, with sales totaling more than \$475 billion

What consumers order when they get to their favorite establishment depends heavily on their age and family demographic. Baby boomers typically stick with more traditional foods and portions, while the under-40 crowd is creating a new trend toward food-sharing

"We expect to continue to see younger consumers ordering two or three small plates rather than one large entree. Tapas and other small-plate foods that can be shared are becoming extremely popular along with three-course pre-feed meals sold as a package," as stated by Roger Taylor, vice president of food and beverage for the Columbia Sussex Hotel Corp

An additional emerging trend in the restaurant industry is the expectation of high-quality bar food in substitution for the traditional pretzels and peanuts. Items such as lobster tempura, shrimp scampi, and quesadillas are becoming more and more popular. How healthy the food being offered is to the customer has continued to rise in importance. The National Restaurant Association reports that 40% of table service operators are featuring specific nutritional benefits on the menu.

While there are many trends present in the consumption of food beverage consumption is seeing new trends emerge as well

Consumers are becoming more willing to experiment with new spirits and cocktails that complement the foods they order

In order to use past industry information as a means of predicting changes in demand for the foods and services supplied by restaurants, critical elements of the economic and demographic characteristics of the nation's population must be analyzed. Important trends in the U.S. population include rising incomes, an aging population, smaller households size, and an increasingly high proportion of households containing single people or multiple adults without live-at-home children

Households with higher incomes tend to spend more on products and service, including leisure, variety, and dining amenities like wait staff, ambience, and alcohol service. Spending at full-service restaurants is most responsive to changes in income

Spending for fast food has been shown to increase along with the number of hours worked by a household manager in the labor force. In contrast, dining at a full-service restaurant can take as long as preparing, eating, and cleaning up after a meal at home. Thus, there is neither a clear theoretical nor empirical relationship between a household's demand for food at full-service restaurants and its time constraints. The number of people living in a household also influences its demand for meals and snacks away from home. Empirical studies do find that larger families tend to spend less money per capita away from home

In addition to the number of people living at home, a household's demand for food away from home depends on its income as well as on its demographics. A 10% increase in a typical household's per capita income would cause it to spend 6.4% and 3.2% more per capita at full-service and fast food restaurants, respectively

Consumer spending at full-service and fast food restaurants will continue to grow over the remainder of this decade and the next; however, the larger increase is predicted to occur at full-service restaurants. Per capita spending could rise by 18% at full-service restaurants and by 6% for fast food between 2000 and 2020 respectively. The increasing proportion of households containing a single person or multiple adults without live-at-home children will cause per person spending to rise by another 1% or 2% in each of these segments.

The market for private dining and special party occasion in small groups from 25-100 is still growing every year. Because of our location and size we will be able to take advantage of this need in the market. With or without a room charge or minimums, just having the space and privacy to accommodate guest needs is largely untouched in the isthmus area and in all of downtown Madison. We are centrally located with ample parking and easy access to and from ramps, including the ramp right into our space via elevator. University Square has been in the heart of campus for more than 40 years and is the most prominent building in the campus and downtown. Whether it's a government function, wedding, or convention, we will be able to handle the larger events and will provide a dedicated management for the sale and rental of our unique facilities.

4.2.4 MARKET GROWTH

The University of Wisconsin-Madison is one of the largest universities in the Midwest. It has positioned itself over the last decade to be on the forefront of research, business, and economics, farming, and human health. The economic boom remains strong in Madison. The workforce is young and bright. The University of Wisconsin-Madison will be a university that continues to grow. As it grows so will we and we will have the facilities to handle that growth. We will use any and all avenues to market and layer our business to create a restaurant that will adapt to the needs and tastes of our guests in the future.

A. Market Description

The restaurant business is a very hard market in which to obtain longevity and solvency because entry into the market is relatively easy, thus causing competition to be very strong. Downtown Madison has the highest concentration of restaurants per capita in the city, with over 60 restaurants on State Street alone. Within that group of restaurants is a vast spectrum of per-plate entree pricing of which roughly half are in the range of the per-plate price that will be offered at The Badger Hall of Fame Grill; mainly \$10 and below, with entrees being priced below \$20.

The clientele within the downtown area that comprises the majority of the everyday customers spans the spectrum from young college student below Madison's per capita income level of \$31,000 to upper-middle class and upper-class business professionals with a surplus of disposable income. This dual client base, in addition to the consumers falling between the two extremes of the spectrum, provide a large customer base within the immediate and surrounding downtown area.

The primary geographic area The Badger Hall of Fame Grill will draw its crowd from will be the downtown area, including but not limited to the UW-Madison campus and residences, and businesses within the isthmus and surrounding area. Further draw for The Badger Hall of Fame Grill will come from its one-block proximity to the

Kohl Center, and the more than 200 sold-out events held at the facility per annum, in addition to the multitude of other events held in the downtown area that draw crowds from all parts of the city and state.

B Need for Business

The city of Madison as a whole is wonderful because of its ability to offer so many appealing aspects to its 225,000 residents and those of the surrounding metropolitan area. While this ability has helped to make Madison one of the best cities to live in within the United States, there are few venues within the city that appeal to a broad cross-section of people with respect to dining, entertainment, and ambience.

It is easy for a citizen of Madison to find a good place to eat, a quiet place to relax, an energetic venue to have fun, or a beautiful space to enjoy; however, there is a shortage of venues that offer a combination of these desired traits. The Badger Hall of Fame Grill represents a paradigm shift from the status quo of a venue staking its claim in one or a few of the aforementioned venue types to a location that can truly appeal to persons of all ages and preferences.

The Badger Hall of Fame Grill will provide downtown Madison with a venue offering top-quality menu selections from its 3,600 square-foot kitchen. It will also feature very competitively priced menu items, a second-to-none location to listen to live music, outside seating, entertainment options including pool, darts, shuffleboard, and dancing, and the best environment to watch sports. The combination of these offerings will be the stepping stone to a new standard of culinary offerings for restaurants and entertainments venues in downtown Madison.

This change will enrich the downtown area where it is currently very hard to distinguish a measurable difference between popular downtown bars such as Brother's, Wando's, The Church Key, and State Street Brats. The heart of what they offer is a copy of what their competition offers. They all play the same music, offer the same appetizers, the overall look is similar, and the primary means used to get customers through the door other than on Friday or Saturday night is by offering very aggressive drink specials. This process is the easy way to attract patrons, and it only attracts one segment of the population to the prime real estate of downtown Madison, i.e. college students.

The Badger Hall of Fame Grill is needed because the elements that will make it successful are the polar opposite from what current popular establishments offer. It will be a fresh alternative patrons of any age can enjoy due to the large menu, state-of-the-art kitchen, new standard of ambience, and live entertainment. The multitude of food and entertainment options will be consistent with the multitude of ages, likes, and preferences of the residents of downtown Madison and Madison proper alike.

Perception in the community and the desire to run a first-class establishment will be of primary importance because The Badger Hall of Fame Grill will be an owner-managed anchor to the new University Square building that will change the face of Johnson Street and Lake Street.

4.3 SERVICE BUSINESS ANALYSIS

As a sports restaurant with bar service, we will have the fare and fun but on a much larger scale. Our decor will be all original Badger memorabilia. The real thing when it

comes to trophy cases and vignettes that celebrate the history of all Badger sports. All Badger teams will be represented: past and present men and women football to hockey. Teams of yesteryear and today will have a place to celebrate the fine traditions at The Badger Hall of Fame Grill. We will create a WOW factor that can change and be special to all of our guests. Guests of all ages will be able to have a fun experience like at no other sports bar and grill. We will sell food when our competition is only trying to sell drinks.

4.3.2 DISTRIBUTING A SERVICE

We will have several ways to sell food to guests. The downtown area has a very dense population of students, professionals, tourists, sports fans, and event generators – for example the Kohl Center, the Fluno Center, the new performing arts center, Overture Center and Camp Randall. We will inside of the restaurant have several revenue sources: Restaurant operations, private dining and large party banquet operations, catering operations and delivery operations. Inside each of those areas of operations will be the capability to generate sales and build-in profit centers.

4.3.3 COMPETITION AND BUYING PATTERNS

Before, during, and after any Badger sporting event we will get our guests served comfortably and completely immersed in the Badger sports experience. Televisions, sounds, decor, and themed food will get our guests to support the Badgers in victory and celebrate the association with the University of Wisconsin and the pride that comes along with being part of something great!

4.3.4 MAIN COMPETITORS

The following list is a mixture of traditional bars that serve small amounts of food in comparison to liquor, and bar and grill establishments classified as locations at which food comprises a sizeable portion of gross revenue.

Brother's Bar - 704 University Avenue

Brother's Bar is one of the three big bars downtown (Brother's, Wando's and State Street Brats) and will be one of the biggest competitors of The Badger Hall of Fame Grill. Brother's is one of the bigger bars downtown with around 9,000 square feet on two levels. It is very busy every weekend night, has steady business during the week, and offers aggressive drink specials including five Miller High Life bottles for \$6.00 on Wednesday.

Wando's - 602 University Avenue

Wando's has a very unique feel created by three bars on three different levels. They have a small menu consisting of burgers and salads, but they are mainly known for their drink specials including their fish bowl. The fish bowl comes in three different colors at a cost of \$20 and is one of the key factors that makes Wando's a destination place.

State Street Brats - 603 University Avenue

Brats is a constant destination for people looking for well-priced food and good drink specials. Brats is similar in size to Brother's and is a very good place to watch a sporting event. Menu items consist of traditional tavern food selections such as chicken fingers for \$5.95, a brat and a burger for \$7.75, and a bacon cheeseburger for \$7.00.

Downtown restaurants offering meals for \$10 and below are included in the following detailed list:

Amy's Café - 414 W Gilman Street

Amy's Café is a small restaurant specializing in gyro sandwiches. The appetizer menu offers items from a humus dip to quesadillas, all less than \$5.00. The main menu has burger, salad, and sandwich options with a majority of the items less than \$7.00.

Buraka - 543 State Street

Buraka is an East African cuisine restaurant that opens at 11:00 a.m. The lunch menu consists mainly of meat options mixed with vegetables or rice for a price of \$8.00 or less. The dinner menu consists of mainly the same ingredients but in larger portions resulting in a price of \$12.00 on average. Buraka offers a vegetarian menu.

Peacemeal Vegetarian Restaurant - 115 State Street

Peacemeal is a vegetarian and vegan-friendly restaurant. Peacemeal offers French toast, a tofu scrambler, vegan pancakes, and a variety of other dishes for breakfast. The vegan pancakes cost \$3.50 for one or \$5.50 for two. The sandwiches on the menu mirror traditional favorites but in a vegetarian manner.

Marigold Kitchen - 118 South Pinckney Street

Marigold offers a breakfast and lunch menu after the doors open at 7:00 a.m. Breakfast options include traditional egg and pancake options with the most expensive item being a \$7.25 omelet. The lunch menu has sandwich options ranging from pulled pork to grilled chicken. The most expensive lunch item is roasted chicken and Tuscan bread for \$9.95.

The Plaza Tavern - 319 N. Henry Street

The Plaza Tavern is a very ordinary bar and grill; however, it represents the greatest competition from a price standpoint. Their hot sandwich options range in price from \$2.80 for a burger to \$4.50 for a Reuben. All cold sandwich options are less than \$3.00. The Plaza Tavern opens at 11:00 a.m.

Restaurants offering menu items for \$10-\$15 are included in the following detailed list:

Gino's - 540 State Street

Gino's has been in business on State Street for over 40 years and is a family-run business. Gino's offers Sicilian-style pizza and pasta. Pizzas range in size from 10 inches, 12 inches, and 14 inches with the most expensive option in each category being \$11.95, \$14.95, and \$17.95, respectively. Gino's opens at 11:00 a.m.

Opus Lounge - 116 King Street

The Opus Lounge offers a menu full of tapas selections. Examples include veggie egg rolls for \$8.00, crab cakes for \$12.00, and traditional cheese fondue for \$15.00. The Opus Lounge opens at 5:00 p.m.

Sunroom Café - 638 State Street

The Sunroom Café offers breakfast, lunch, dinner, and a Sunday brunch. Breakfast is served Monday-Friday beginning at 7:00 a.m. and offers traditional egg, pancakes, and muffin selections. The most expensive breakfast item is a veggie scrambler for \$5.25. The lunch menu selections range from turkey and chicken sandwiches to large salad options. The most expensive lunch item is \$6.95. Dinner items range from quesadillas to pasta to a steak option for \$12.00.

Nitty Gritty - 223 North Frances Street

The Nitty Gritty has been a Madison tradition since 1968. It is the place to go in Madison on your birthday and the clientele that frequents the Nitty Gritty is similar to those who will come to The Badger Hall of Fame Grill. It is in very close proximity to The Badger Hall of Fame Grill and will serve as solid competition due to its menu and drink prices. The Nitty Gritty has 16 appetizer options ranging in price from \$4.95 to \$8.95. All burgers are \$8.95 or less, and there are 11 options.

Blue Moon Bar - 2535 University Avenue

The Blue Moon Bar has a nice atmosphere accented by a second level designed with an atrium feel so customers can look down upon the bar at certain locations. Their tap beer selection is average with 10 total tap selections. The menu is very competitively priced. The most expensive burger is a bacon burger for \$6.95, the most expensive appetizer is chicken wings for \$5.95, and entree specials are offered and include grilled salmon for \$8.00.

Blue Velvet Lounge - 430 West Gilman Street

The Blue Velvet Lounge is mainly a drink location offering 11 martini selections all under \$10.00 with a small menu offering items from pizza to onion rings for under \$6.00. The location is fairly small but does offer a second level that hosts DJs on occasion.

Live music venues in downtown Madison are included in the following list:

High Noon Saloon - 701 East Washington Avenue

The High Noon Saloon is one of Madison's most popular live music venues. It won a Madison Area Music Award for the best live music venue in town. The High Noon plays host to almost every musical genre with emphasis on hard rock, punk, and hip hop. Covers tend to be higher with multiple covers for multiple bands on some occasions. Covers can be \$25 and up depending upon the act.

The Brink Lounge - 701 East Washington Avenue

The Brink Lounge is a newly opened wine/martini lounge and nightclub. The establishment features small-plate appetizers along with a vast wine selection and an ample drink list. Live music is performed in the nightclub three to four nights a week and the nightclub is also rented out for large corporate events and weddings.

The Annex - 1206 Regent Street

The Annex features a variety of musical acts at a fairly reasonable cover charge of \$10 on average. Madison Magazine said The Annex was "Perhaps the best mid-sized facility Madison has to offer." Many semi-popular bands with solid followings perform at The Annex. The atmosphere is average and sound has a tendency to be overpowering.

Crystal Corner Bar - 1302 Williamson Street

The Crystal Corner Bar is a stereotypical neighborhood bar. The building is rundown and the signage is old; however, people continue to go there because of the atmosphere, a large part of which is the live music offered at the location. Live performances occur mainly on the weekend with some occasional weekday shows. Cover prices range from \$5 to \$10.

We will start our restaurant website well before the opening of the facilities. The website will be the catalyst that starts the local buzz on what The Badger will be all about. Menu, webcam on progress of construction, larger party reservations, and announcements getting the project viral will be key to the pre-opening promotion and success of the first twelve months of restaurant operations.

5.1 WEBSITE MARKETING STRATEGY

The web is critical to the buzz on campus. Letting the guest become part of the excitement of the project as it progresses is a huge part of becoming part of the scene, becoming part of the unique location and neighborhood. Viral campaigns will be launched from here. Public Relations will start from here. The menu will be out for all to see. Interaction between potential guests will all be facilitated on our website developed by Shine Advertising.

5.2 DOWNTOWN HOSPITALITY COUNCIL SURVEY

See attached summary from the Downtown Hospitality Council

The Badger Hall of Fame Grill will be many things to many different guests. We will offer a unique dining experience in a great atmosphere that can appeal to many different faithful University of Wisconsin fans. Whether alumni, current students, or game day fans from far or wide, the Badger Hall of Fame Grill will have something better to offer than the other eating and drinking establishments in the campus area. We will meet many of the needs outlined in the Downtown Hospitality Council's Survey.

- 1) Late-night dining restaurant.
- 2) Live entertainment that will be for all ages, not every night or every weekend but when quality entertainment becomes available we will have the space to have it done safely. We will have a professional management and security staff and best practices will be consistently reviewed.
- 3) All ages will be welcomed during all hours of operations.
- 4) All banquet and hall space is not available without a very long lead time with reasonable charges.
- 5) Safe, warm parking attached to the building.

6.1 RESTAURANT SECURITY PLAN FOR RESTAURANT AT LAKE AND JOHNSON

Staff and management training will be a primary focus for our restaurant as it pertains to responsible alcohol service and patron safety. This education along with support systems will give staff members a set of tools to enhance their decision-making abilities. All bartenders and door hosts will attend a responsible alcohol service class with all bartenders obtaining a city license prior to hire. All personnel will also go through fake ID training to protect against underage consumption at our restaurant. Service staff will also have additional training and responsibility as it pertains to security, safety, and alcohol service. This training will mirror the responsible alcohol training that the bartenders receive so that servers can recognize guests who should not be served and follow proper cut-off procedures. In addition to our in-house training we will schedule time for managers and staff to attend the city's bar safety classes when available. It will take a considerable investment to initiate and maintain this level of training on our part.

Our security and safety philosophy will apply throughout the property, parking structure, and building exterior. We feel the safety of our guests' needs to extend beyond our front door to the areas we can monitor and control such as parking and sidewalks. We will achieve this through video surveillance and by having security personnel walking through these areas on a regular basis. Along with exterior

and parking video we will have high-definition video surveillance throughout the restaurant as a deterrent and to aid in any investigations as needed. We will dedicate a manager to implementing and running the security program. This manager will be in charge of security staff training, tracking staff certifications, monitoring alcohol service, direction of staff during busy shifts, disturbance resolution, and will be a contact person for the city and police. The security manager's performance review and job security will result in the ability of our staff to provide a safe environment that does not over-serve alcohol or serve alcohol to minors. We will have service staff for every table in the restaurant including tables in the bar area. Service staff will be responsible for monitoring guests within their sections for underage drinking and over-consumption. Servers and bartenders will ultimately be responsible for ensuring that they only serve alcohol to of-age persons. Even if a guest is carded at the door, servers will check IDs of guests if there is any reason to believe that a guest is not of age. This will add a layer of security beyond the door host and security personnel. This total-operation focus from ownership to management to staff will build a culture of safety and responsible service in and around our establishment.

Security technology will be utilized to aid us in our efforts to prevent underage drinking and maintain safety. As mentioned before, we will have high-definition security cameras placed throughout the restaurant, sidewalks, and parking structure. These cameras will be web-based and time stamped to help with monitoring even when the security manager or general manager are offsite. We will also have a time-stamped identification scanner to reduce the usage of fake IDs by underage persons. This will put the ID information on a DVR with the video of the guest who used it. If an underage guest gets served alcohol, we will be able to go to the time an underage person entered the restaurant and see if the door staff used proper procedure to mark them as underage. If they did not, then termination will be the only recourse for us to make this zero tolerance policy work. It will be a huge deterrent for breaking the law and our policies. Some lower tech items we will use are identification banding for of-age persons and hand marking for underage persons. This will let any staff member know instantly if a guest is of age or not, ensuring that underage persons don't get served alcohol or try to obtain it from non-staff members. These devices are only tools and we will rely on the staff members to use good judgment, with the oversight and direction of management. We will also keep looking for new technologies that will help us maintain a safe environment for all guests.

Security staffing levels we will maintain on a daily basis will vary according to business levels with a minimum of three security staff for slow nights. We will utilize a door host and ID checker after 8 p.m. every evening to ensure only persons 21 or older are allowed to have alcohol. We will allow persons of all ages to enter at any time of day or night and it will be the job of security and service staff to ensure they do not obtain or drink alcohol. The door host will also determine if a guest is inebriated and thus not allowed to consume alcohol. Also, any extremely inebriated guests will not be allowed to enter and will be asked to leave. The parking area will be monitored throughout the day and night by management and security staff. We will have a travel pattern that will take the morning and afternoon managers through the parking ramp at schedule times. After 7 p.m., we will have a security person to travel between the parking garage, sidewalk, and the restaurant. We will have additional security for nights we anticipate larger crowds such as weekends and game days. One additional security person per 80 guests will be added to those nights with increased business levels. On a night that we are full to capacity, we will have 13 security people and the security manager dedicated to carding, checking parking area, watching the

sidewalks moving through the restaurant, dealing with problem guests, and keeping underage persons from obtaining alcohol. This will be a jumping point on staff levels and will be adjusted after review or if any problems arise

Consequences of staff non-compliance of state or federal laws, city ordinances, and rules set forth by us. We will have a zero tolerance policy for anyone knowingly breaking the law (e.g., serving underage persons, drug sales, working while intoxicated, etc.) We will terminate and prosecute if possible any staff member knowingly breaking the law. The offending person will be suspended immediately while an investigation of the offence is undertaken. If we can reasonably believe they were responsible or were a party to the incident they will be terminated and the authorities will be notified if applicable. Written warnings, suspensions, and terminations may all be used for less serious rule violations (e.g., improper guest banding, not following capacity levels, etc.)

As stated earlier, the security manager will ultimately be responsible for staff actions and could be given sanctions such as termination if infractions occur on even a limited basis. The possibility of loss of income and prosecution will be a big deterrent for staff helping ensure that all laws, ordinances, and rules are followed.

Table seating versus vertical drinking space in the restaurant and bar area. We will have seating in every area of the restaurant including bar areas with little vertical drinking space. We feel that many problems in crowded places are a result of the patrons bumping and slamming into each other, making for a hostile environment. Our restaurant will have almost enough seating for the full capacity of the room giving everyone their own breathing space and reducing conflict. The main level restaurant will have a capacity of 450 persons with seating for 450. This would leave room for approximately 50 persons to be standing if most seating is occupied in the main level. The upper level restaurant will have a capacity of 150 with seating for 150. That would leave room for only 25 guests to stand if seating is full. The banquet area will have seating for every guest in the reserved group and vertical drinking space will not apply.

Evacuation, bomb threat, and tornado procedures for the main restaurant, upstairs dining area, kitchen, and banquet facility in case of fire or other dangerous scenarios will be posted in the restaurant. We will train staff members on proper execution of the evacuation plan with all management staff assigned lead in their areas. Staff members will be responsible for all guests in their sections. They will calmly inform their guests what to do and where to exit. Kitchen manager and supervisor will get their staff out to safety and sweep the back of house to ensure there is no one left behind. Dining room and banquet managers will be in charge of restrooms and final sweep of restaurant with the senior manager being the last person out the door. With training and practice on how to evacuate the restaurant safely staff members and management will be able to execute an evacuation if a real problem demands it. If the restaurant receives a bomb threat or other serious threat the police will be called and then fire evacuation procedures will be followed. In the event of a tornado warning staff will move all guests to the interior of the building away from windows. If the restaurant is in the path of a tornado we will escort all guests to the lower level underground parking and have them go against an interior wall. We will schedule drills on different scenarios and reevaluations of procedures on a semi-annual basis.

Dealing with problem guests who refuse to follow the law or rules set forth by management. We will approach problem guest with a firm but friendly manner to inform them of the inappropriate behavior and how to correct it. If the offending

guest modifies their behavior then no further action will be taken. If problems continue then other approaches will be taken (e.g. cut off from service, asked to leave, etc.) No matter how problematic the guest becomes our staff and management will maintain a firm yet professional approach to help defuse the situation. If this approach is unsuccessful then the guest will be asked to leave the restaurant and escorted off the property. If the person refuses to leave when asked then a warning of police involvement will be given and if they still refuse police will be called. In any threatening or violent situation police will be called immediately and reasonable force to restrain the offender will be applied to protect staff and guests. We will never punch, kick, or strike any guest even when they become violent – only reasonable restraining force will be used. Any staff member using excessive force will be terminated and looked at for prosecution with all video and staff statements given to the police. With a violent guest it will never be our goal to injure them in any way, only to protect our other guests and staff.

A partnership with police, city, and community will help us improve our security plan. We will involve the authorities proactively as a partner to help formulate best practices and to help educate our staff. We will not avoid calling police to help with problems. If there is a situation that needs police attention they will be called. We will not tolerate problem patrons and we will seek trespass warrants for those individuals who can't obey the law and our rules. As a community-conscious business we know that the primary key to our success will be community acceptance. We will attend neighborhood association meetings on a regular basis to get the community's input on problems they may see and to help formulate solutions to those issues. I will welcome any input the ALRC board, police, fire chief, city alderman, mayor, and neighborhood association have to offer to improve this plan to move forward to opening and after.

The amount of investment into security and responsible alcohol service training will be considerable. The technology portion alone will run over \$60,000 for equipment, software, and service just for set-up with additional maintenance costs in the future. The labor cost will be ongoing with expenses varying with volume of guests. Late night seven days a week we will have door security until close of the restaurant at 3 or 4 a.m. We will also add security to the interior during busy shifts and late night hours. The total security labor budget will be around 3% of total annual sales which translates to \$130,000 per year. Our investment for security and responsible service training and certifications along with licensing for bartenders will be approximately \$500 to \$600 for each employee, totaling \$25,000 every year. Total cost of security in our opening year will be over \$225,000 which translates to 5.5% of our projected year one sales. With that said, we know the environment we are in and understand the safety of our guests and our responsibility to the community requires this added expense.

6.2 SWOT ANALYSIS

There are several critical requirements to be successful in this great location. The next few sections of this plan will outline what we feel is important to the project. In today's competitive restaurant market several things need to happen consistently in order to be successful. This will always be a moving target as the restaurant develops and guests tell us what their needs are. We must react quickly in order to fulfill the needs of our guest and create raving fans of the Badger Grill.

6.2.2 STRENGTHS

The old saying "location location location" really could not be truer in this project. Madison is a very vibrant community. The campus is full of life and the attraction of being part of a big university and campus life is really in the center of it all. University Square is a unique project that is second to no other building in the city.

6.2.3 WEAKNESSES

Our learning curve on large banquet and breakfast will take some time to build that business. A large facility comes with challenges of security, staffing, and event management which we have experience of from Quaker Steak and Lube, but we have four business operations under one roof. Please see security plan.

6.2.4 OPPORTUNITIES

Breakfast, large party/banquet reservations, and private dining are the biggest opportunities for us to grow. Different layers will happen when you set the business up correctly. We have some of the best individuals for this. Shine Advertising will be part of our planning and will cement the brand. Ed Lineville will create a great space. Steve Doran and Greg Rice have put together a great business financial model. We are well positioned financially with a strong debt to equity ratio.

6.2.5 THREATS

We are a very large location and students are very fickle. We need to stay fresh and keep operations top of mind and work on developing a return guest base. It's the most important thing in the restaurant business. If you start to take your core guest for granted and miss on service steps, you will soon lose return guests and the business will suffer.

6.3 STRATEGY PYRAMID

Fun, atmosphere, service, and food will be our key metrics in keeping and growing our business.

6.4 VALUE PROPOSITION

We will be very competitive with all the restaurants and restaurant/bars in the downtown/State Street/capitol area. Offering reasonable, casual-themed food with a fresh approach and consistent methods will separate us from the independent bar-oriented places around us. Our franchise and chain experience with a commitment to creating standards of food and service will create value for the guest and create a reliable brand that guests will depend on and will use again and again.

6.5 COMPETITIVE EDGE

We have experienced operators and a great building Branded properly by Shine Advertising and designed by a team of marketing and design professionals and thought out and tested internally so as not to have any part of our business left undone We will have something for just about everybody and every age and taste By having something more than the beer bar experience we will with fair prices. have our competition beat

6.6 MARKETING STRATEGY

We will be partnered with Shine Advertising and will have a comprehensive plan to get the restaurant off the ground Web. viral social, PR, branded causal cool and our print and media will match our theme and message and will all be done by a very professional firm We will stick firmly to restaurant operations and let the ad men take care of formulating a foundation on which solid operations can thrive

6.6.2 PRICING STRATEGY

It will be our mission to keep our food and drinks price slightly lower than what you would typically see in an operation as big as The Badger We have proven that if you work on food cost and menu engineering, you can shave the price to improve on the value perception

6.6.3 MARKETING PROGRAMS

All methods and programs will be determined by Shine Advertising.

6.7 SALES STRATEGY

We will have many different segments to feed as well as entertain We will have lunch with a dedicated full menu The lunch menu will be lighter, faster, and easy to execute and deliver It will have a perceived value for our lunch crowd which will be local professionals-driven rather than student-driven All-you-can-eat wing night on Wednesday and Friday-night fish fry will be the other food-driven promotions. As we become more established, we plan on having a pizza night and some other menu category-driven evening or all-day special We would also like to have a game day menu that will feature "must-eat" staples for Badger football This menu will be easy to execute and allow us to maximize our sales

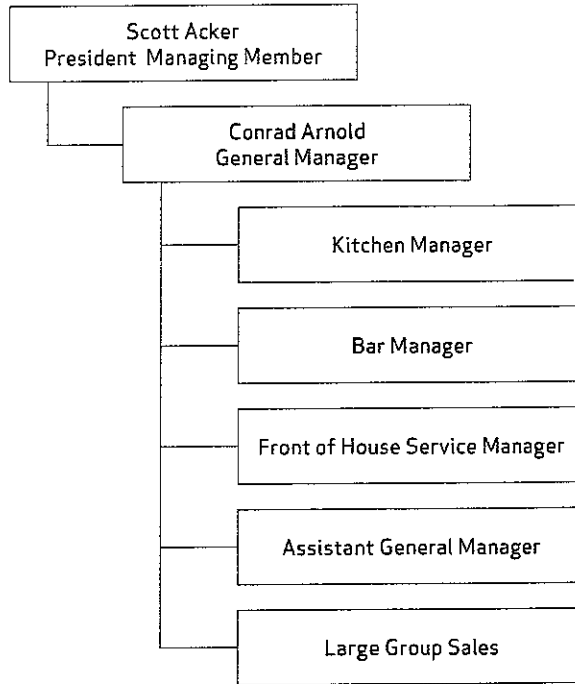
The Badger Hall of Fame Grill will employ close to 200 full-time and part-time employees. We will have eight full-time professional salaried managers. Scott Acker, managing member, will oversee the restaurant operations and the eight managers. Konrad Arnold will be our general manager. Konrad and Scott will seek out seven other positions to ensure that restaurant operations are as efficient as possible.

- Kitchen Manager
- Assistant Kitchen Manger
- Assistant General Manger
- Bar Manager
- Front of House Service Manger
- Assistant Front of House Manager
- Event and Large Party Sales Manager
- Security Director
- Part-time Marketing Manger (Thomas Christenson)
- Two key hourly and three Kitchen Supervisors
- Office: Part-time Bookkeeper/ Human Resources Director
- Bar Staff – 24
- Bar Back – 4
- Service Staff – 65
- Maintenance Staff – 5
- Event / Large Party Staff – 12
- Bus Persons – 15
- Dishwashers – 5
- Prep – 8
- Cooks – 25
- Security – 14
- Hosts – 10
- Retail – 6
- Entertainment Coordinator – 2
- Delivery Persons – 6

We will be looking for high-energy employees who understand our mission and will deliver a great product to our guests

7.1 ORGANIZATIONAL STRUCTURE

Organizational Chart



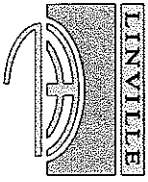
7.2 MANAGEMENT TEAM

Scott Acker

Scott Acker has over 23 years in the restaurant business and has worked in all areas of the hospitality industry. Scott's experience includes District Manager over seven Steak Escape restaurants, Regional Field Consultant for over 32 Steak Escapes, Owner and Partner of 15 Steak Escape restaurants, Development of Quaker Steak & Lube brand, and Managing Member of the Quaker Steak & Lube restaurant.

Konrad Arnold

Konrad Arnold has over 22 years in the restaurant business and has worked in several different hospitality businesses. Konrad's experience includes three years as assistant general manager of Chili's Grill and Bar, two years of service manager of Quaker Steak & Lube restaurant, and two years as owner and operator of the Opus Lounge at 116 King Street.



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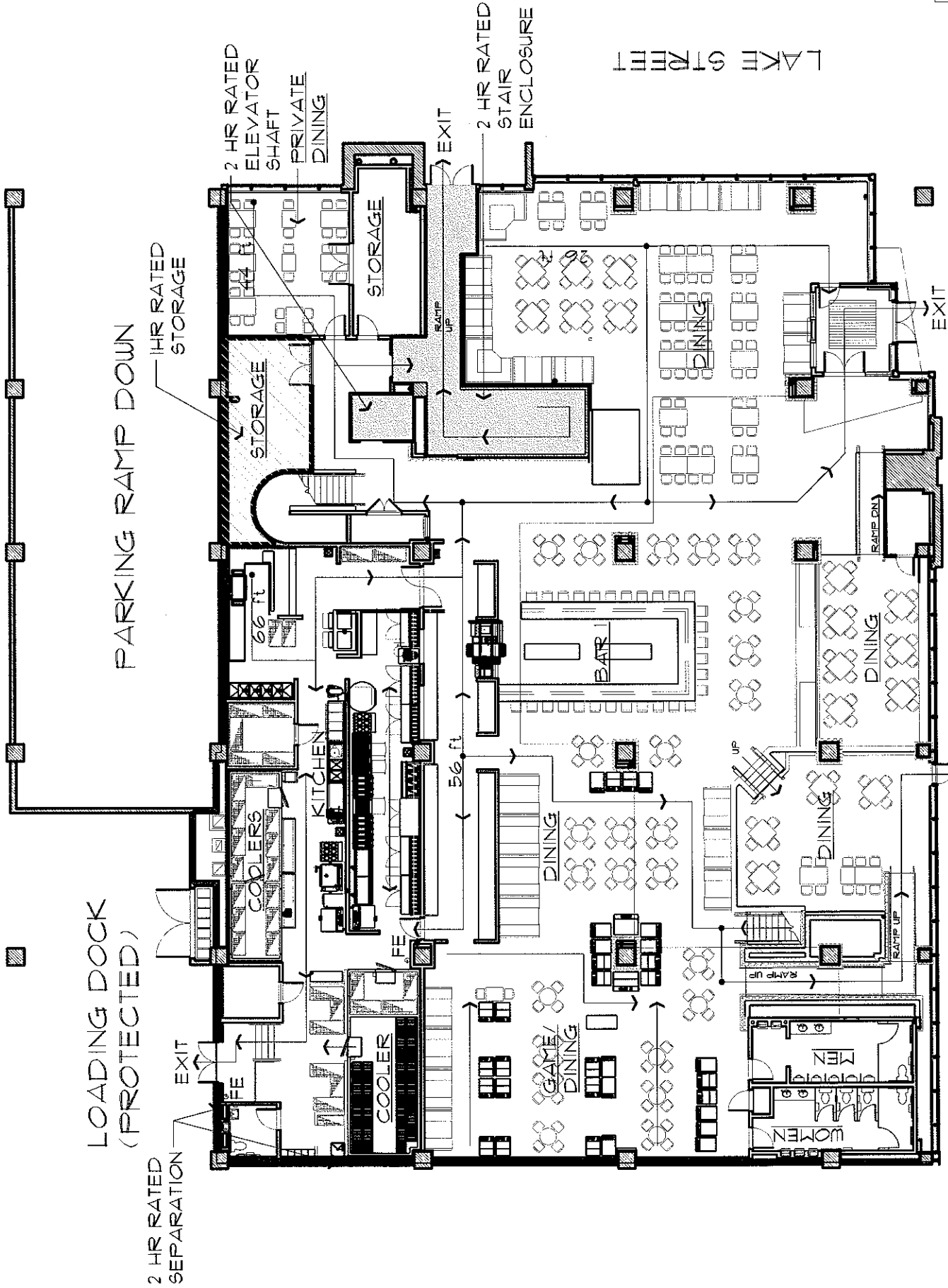
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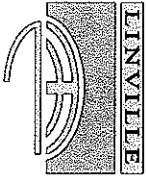
G1-1



FIRST FLOOR EGRESS PLAN
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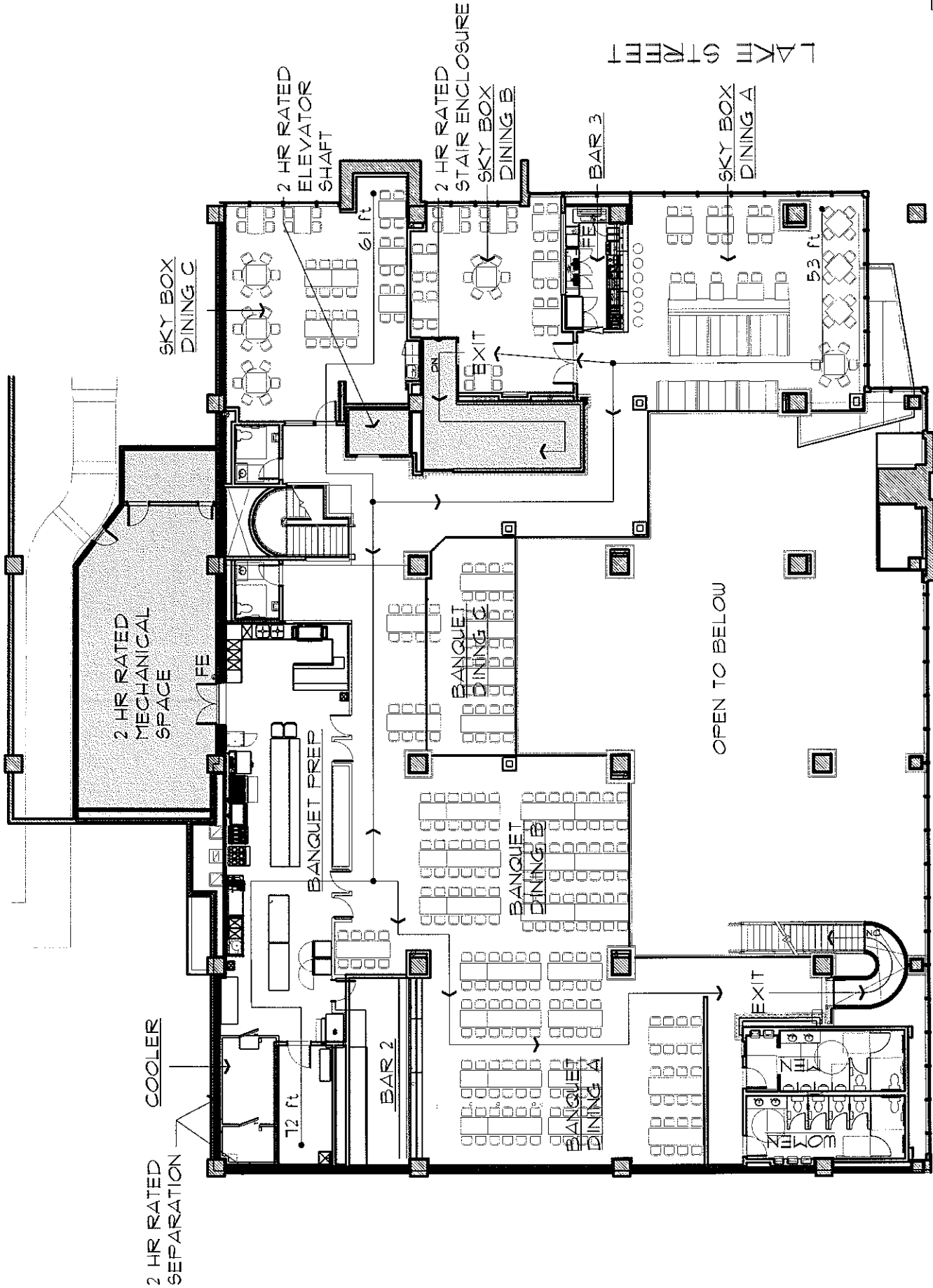
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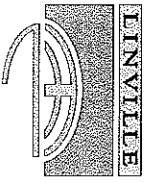
SECOND FLOOR EGRESS PLAN

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JOHNSON STREET

LAKH STREET



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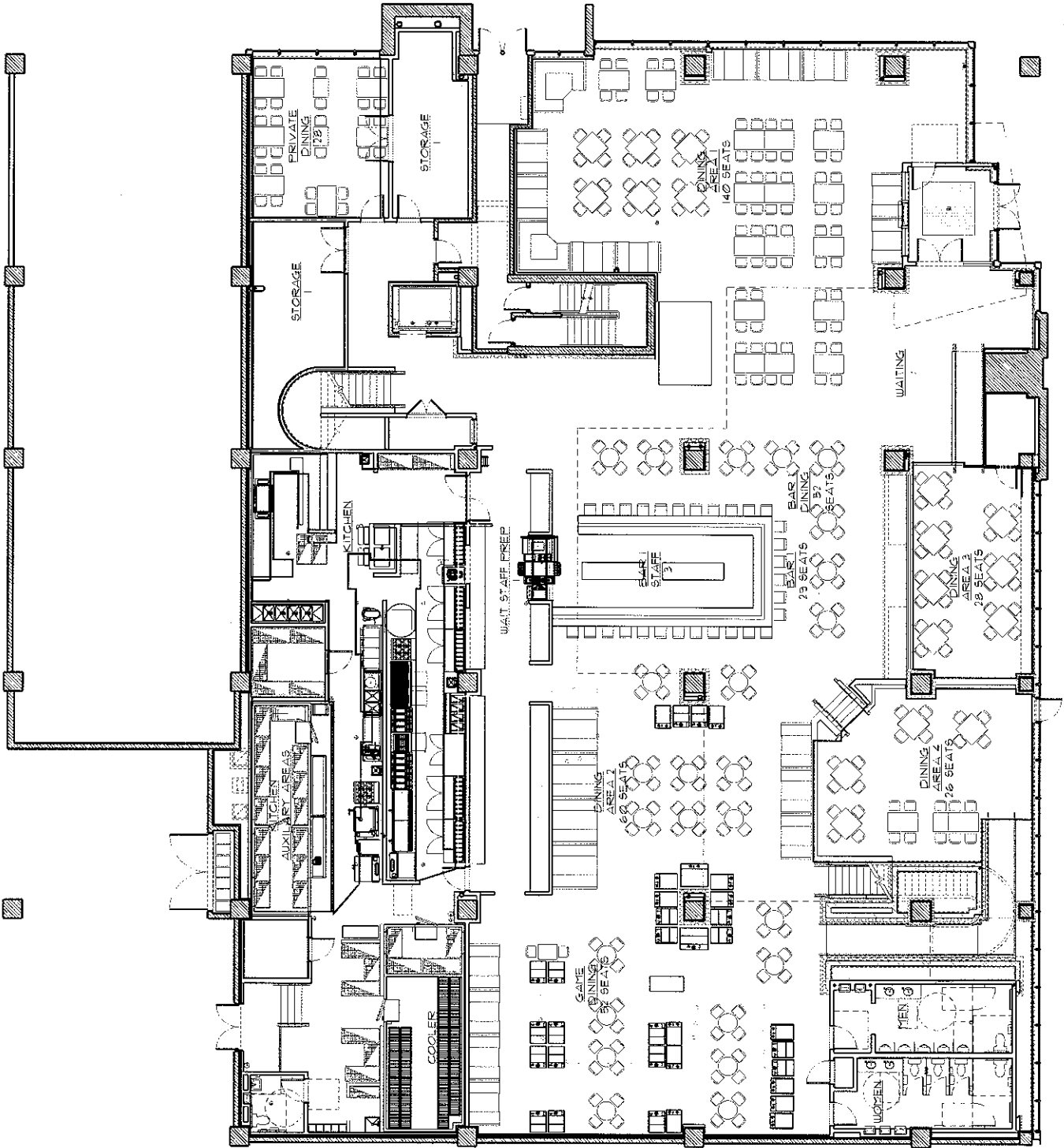
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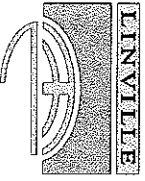


1ST FLR OCCUPANCY PLAN
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AREAS CALCULATED BY SQ. FOOTAGE



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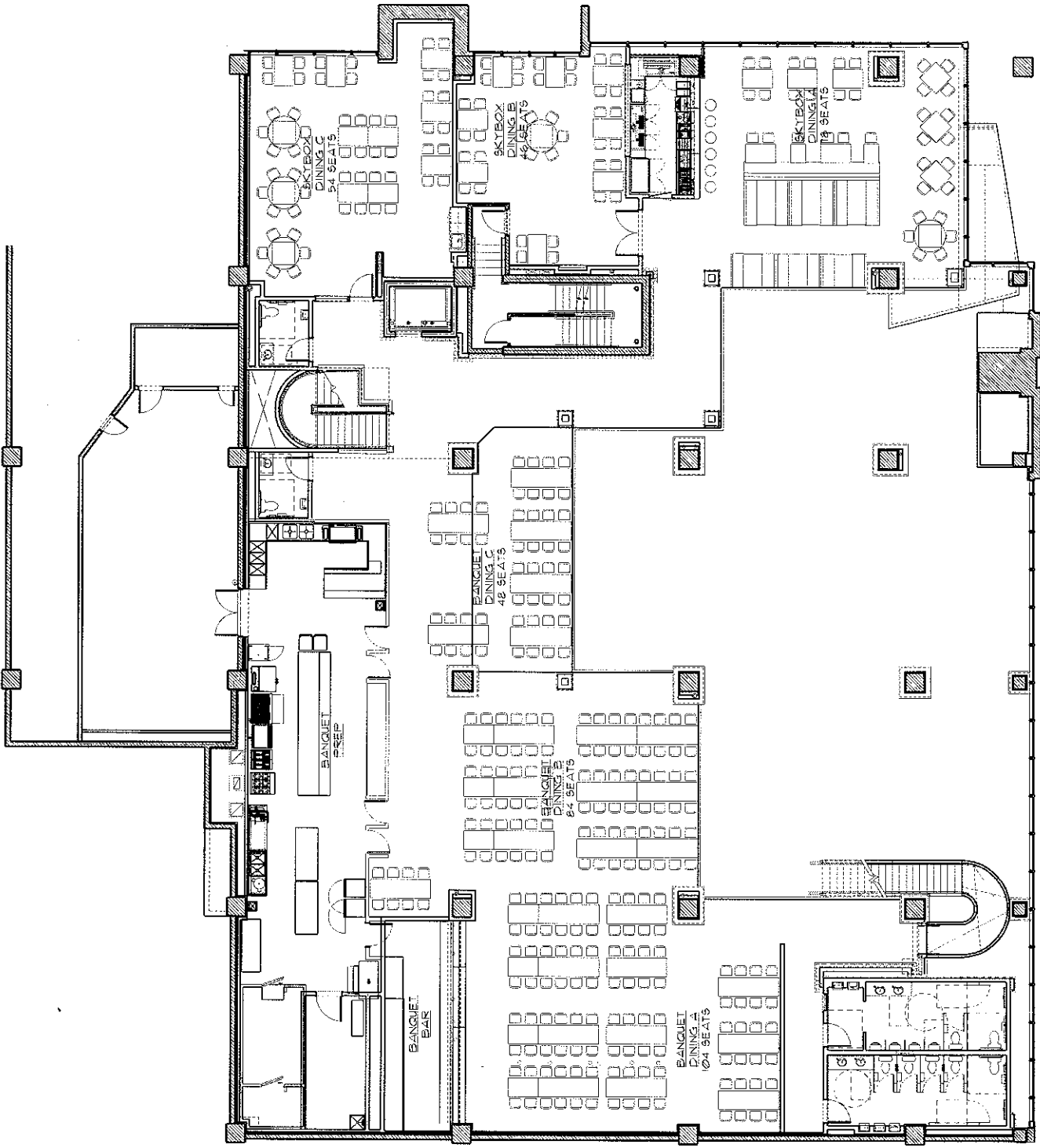
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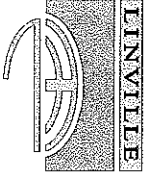
2ND FLR OCCUPANCY PLAN

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G1-5



OCCUPANCY/ CODE DATA

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OCCUPANCY CALCULATION TABLE

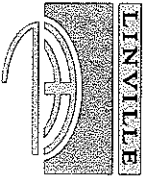
SECOND FLOOR						
ROOM or AREA	FLOOR AREA (sq ft.)	DENSITY (sf/person)	OCCUPANT LOAD (by calculation)	OCCUPANT LOAD (by seat count)	ROOM or AREA TOTAL	
BAR 2 (STAFF SIDE)		100				
BANQUET DINING A				104	104	
BANQUET DINING B				84	84	
BANQUET DINING C				48	48	
BANQUET PREP		200				
SKYBOX DINING A				18	18	
SKY BOX DINING B				46	46	
SKY BOX DINING C				54	54	
BAR 3 (STAFF SIDE)	81	200				
COOLER/AUXILIARY						
				TOTAL	471	

OCCUPANCY CALCULATION TABLE

FIRST FLOOR					
ROOM or AREA	FLOOR AREA (sq ft.)	DENSITY (sf/person)	OCCUPANT LOAD (by calculation)	OCCUPANT LOAD (by seat count)	ROOM or AREA TOTAL
WAITING		5			5
HOST		15			15
DINING AREA 1				140	140
DINING AREA 2				60	60
DINING AREA 3				28	28
DINING AREA 4				26	26
PRIVATE DINING	300	15	10		10
GAME DINING				52	52
COMMUNICATION BOOTH	78	120			
BAR 1 (STAFF SIDE)		200			
BAR 2 (PATRON SIDE)				29	29
BAR 3 (CUE AREA)				10	10
BAR 4 (DINING AREA)				52	52
WAIT STAFF PREP		200			
1 STORAGE	300				
LOUNGE	354	15	74		74
STORAGE	281				
KITCHEN	591	200			
KITCHEN AUXILIARY (FREEZER, COOLER, 1 STORAGE)					
COOLERS	292	300			
				TOTAL	469

PLUMBING FACILITIES CALCULATION TABLE

OCCUPANCY	WATER CLOSETS			LAVATORIES		DRINKING FOUNTAINS	SERVICE SINK
	MALE	FEMALE	WC	MALE	FEMALE		
RESTAURANT	1 per 15	1 per 15	1 per 15	1 per 200	1 per 200	NA	1
REQUIRED	6	6	6	3	3	0	1
PROVIDED	4	5	10	5	5	0	1



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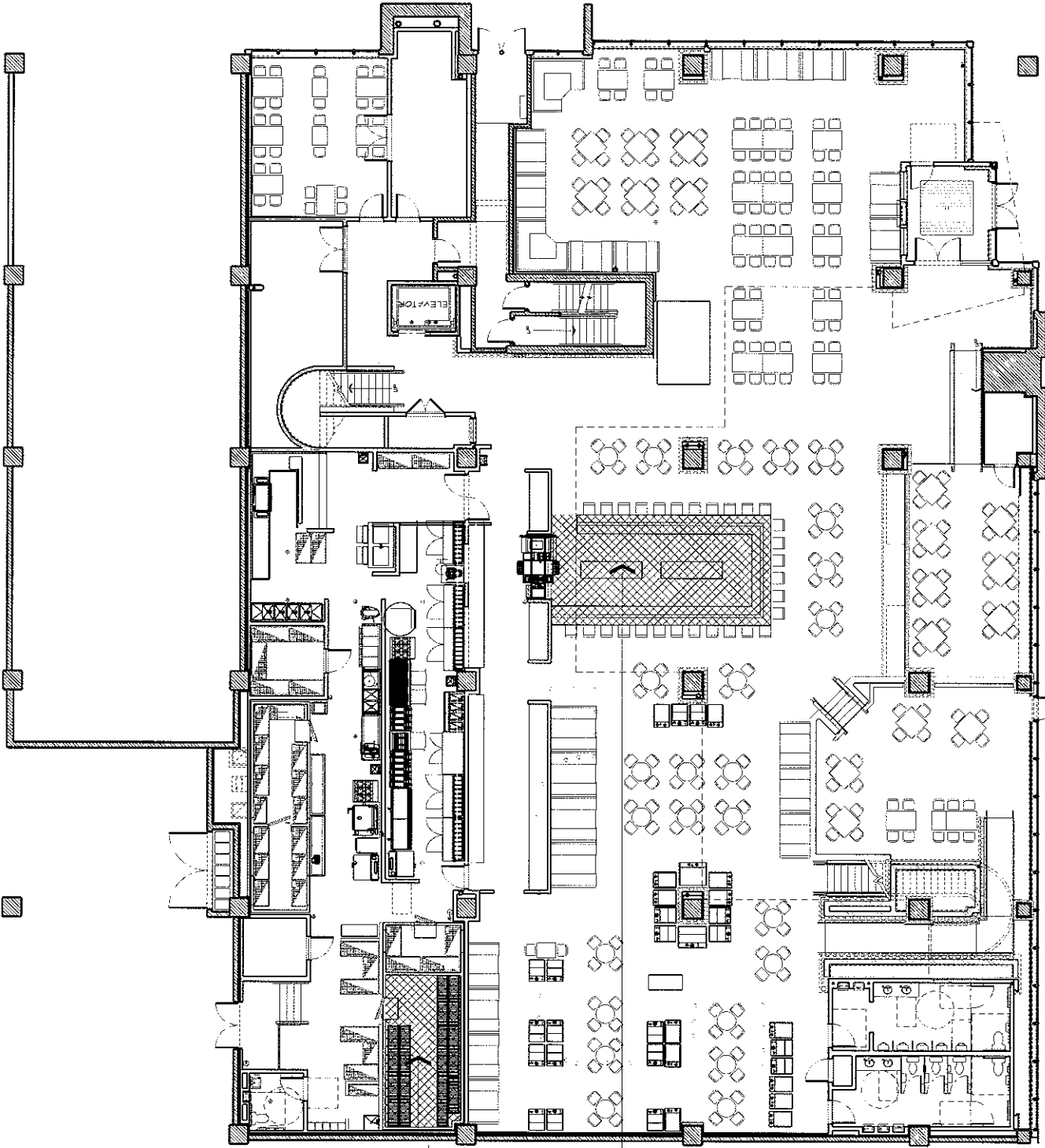
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G1-6



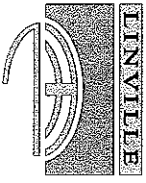
1ST FLR ALCOHOL STORAGE & SALES AREAS
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ALCOHOL STORAGE - 1

BAR - 1



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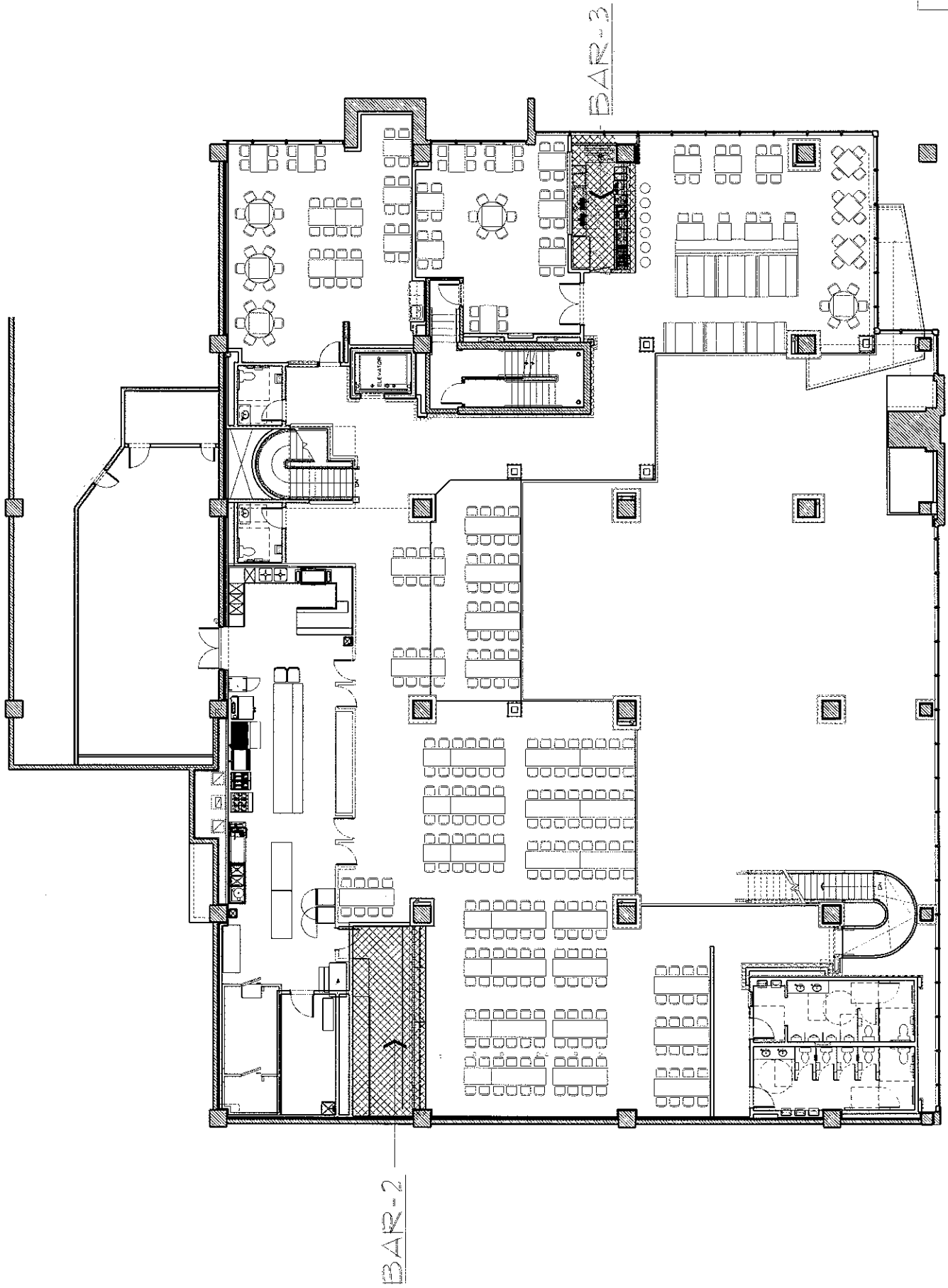
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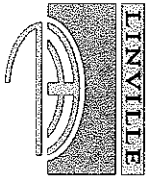


2ND FLR ALCOHOL STORAGE & SALES AREAS
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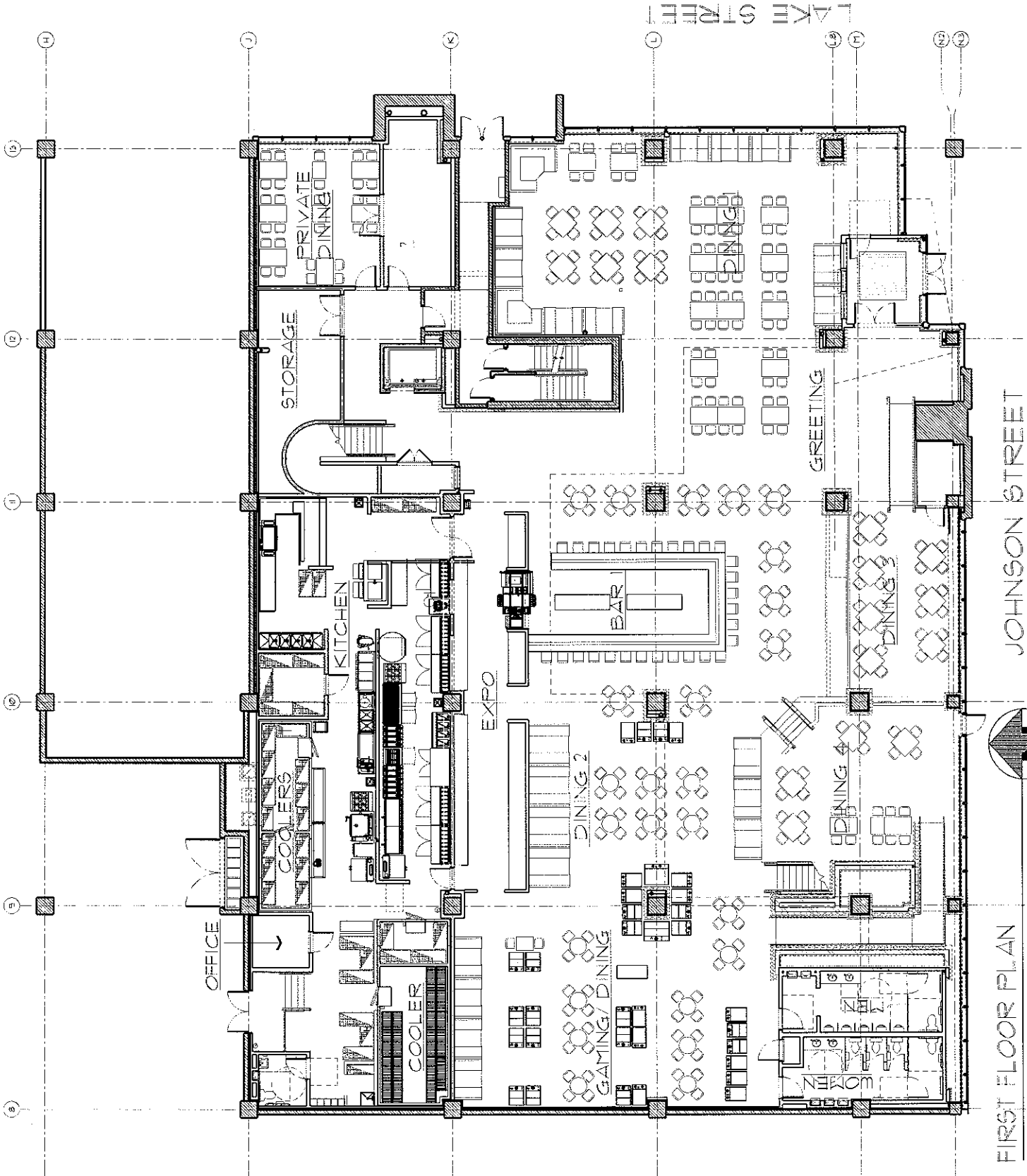




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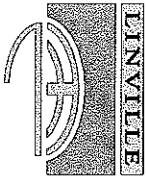
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FIRST FLOOR PLAN

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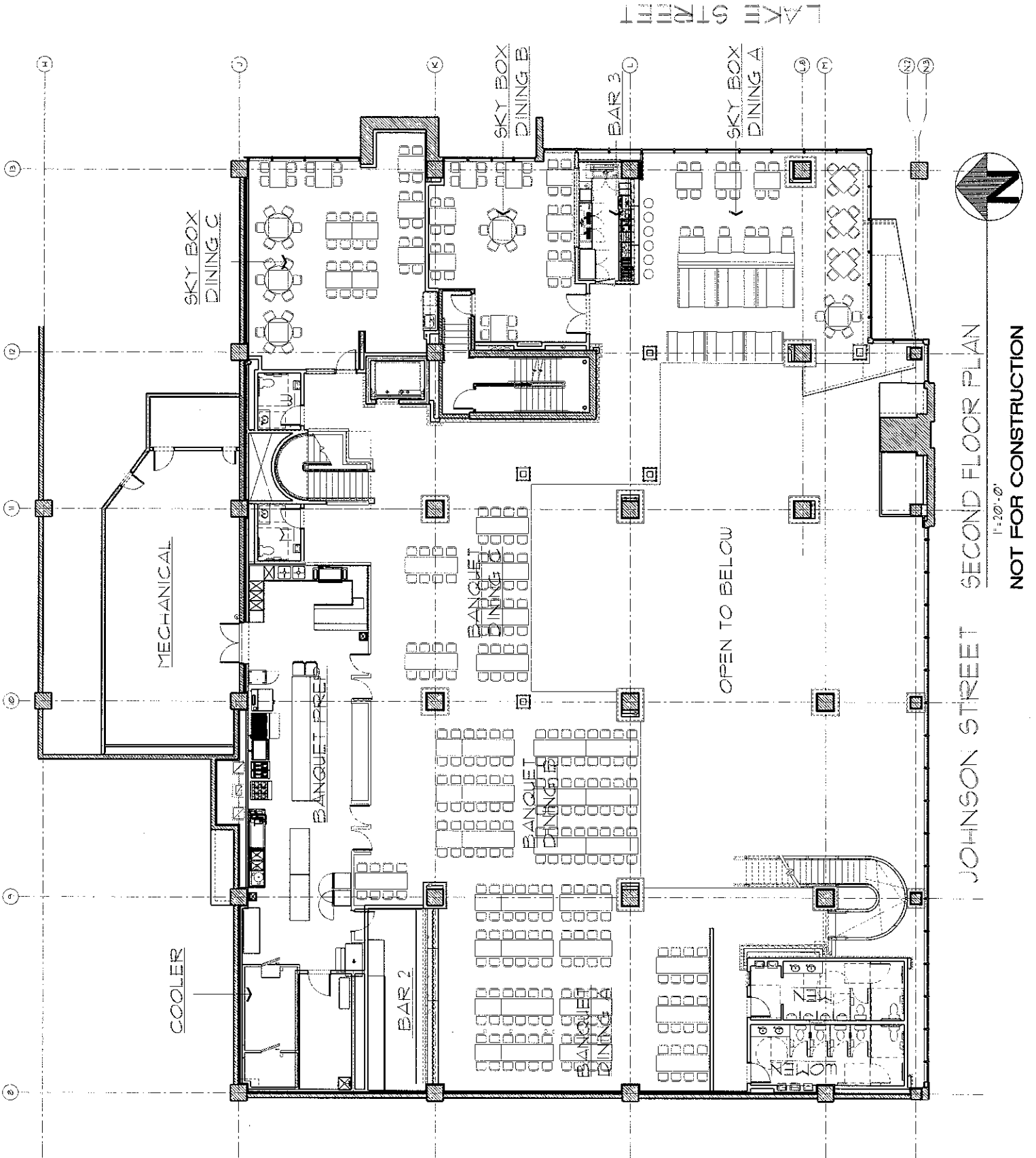


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A1-2

T.B.D.



JOHNSON STREET SECOND FLOOR PLAN
 1/8"=1'-0"
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Badger Downstairs Ideas

Appetizers

Cheese curds-white cheddar
Onion rings-maybe goal post
Badger tracks
Potato skin planks
Nachoes-pulled pork, beef, or chicken
Red potato chips-cheese dip
Quesadillas
Chicken tenders
Wings-hot, mild, asian, bbq, hot garlic, badger bbq, ragin cajun
Bruschetta
Sliders-buffalo chicken, pork, cheeseburger
Breaded mushrooms
Jalepeno bottlecaps
Pretzels
Lettuce wraps
Cheese bread

Soups

Cheesy brat soup
French onion-float cheese curds
Chicken enchilada
Creamy broccoli cheddar
Yukon potat with bacon & cheddar
Black bean spicy sausage chorizo

Salads

Buffalo chicken salad
Chicken Caesar
W salad-(Waldorf chicken salad)
Salad wedge
Thai veggie salad
Hot bacon spinach salad or
kickin chicken spinach salad
Steak salad
Southern fried chicken salad

Burgers

Cheeseburger-American, cheddar, swiss
single, double, triple, grand slam
BBQ bacon cheeseburger-cheddar or pepperjack
A-1 burger-onion, mushroom, swiss
Turf burger-spinach, bleu cheese, hot sauce, bacon
Pizza burger
Turkey burger
Veggie burger
Black & blue-bleu cheese, blackening seasoning, chipotle mayo
Red & white burger-roasted red peppers, pepper jack, tortilla strips, sour cream

Sandwiches

Philly cheesesteak
Pulled pork
Chicken breast sandwich
Swiss bacon chicken
Fried chicken or buffalo chicken
Steak sandwich-London broil, bleu cheese aioli, carmelized onions, lettuce, tomato
Veggie wrap
Chicken caesar wrap
Clubhouse club
Portabella, grilled veg. sandwich

Pizzas

BBQ chicken	Crust-white
Buffalo chicken	
5 cheese & tomato	Cheeses-Mozzarella, bleu, fontina, feta, provolone, parmessan
Spinach, fontina cheese chicken	
Philly	
Hawaiian-pizza fusion menu	Sauces-tomato, pesto, BBQ, white
Greek-CA pizza-use kitchen Med. Pizza	
Farmers market-pizza fusion	Toppings-articoke, tomato, green peppers, onions, button mushrooms, spinach, bacon
Italian-banana peppers, Ital. saus, calm. Olive	pepperoni, chicken, sausage, pineapple, portabella mushrooms, banana peppers, squash, zucchini, sundried tomatoes
Build your own	

Sides

Grilled vegetables-zucchini, squash, red onions, tomatoes-balsamic glaze
Waffle fries
Red potato chips
Cheesy potato mashed-red mashed, bacon, sour cream, cheese, scallions
Baked potato
Coleslaw
Baked beans

Entrees

Kalamata crusted salmon or maple bourbon glazed salmon
Citrus or BBQ smoked 1/2 chicken
BBQ ribs-1/2 or full
Pasta bowls-1. red; 2. white; tortellini, fettucine, penne
Bone in ribeye
Tenderloin
Meatloaf
Stuffed chicken breast-spinach, sundried tomato, portabella mushroom, Ital. sausage, fontina sauce

Sky box menu ideas

Appetizers-starters & bar food

Salad wedge

Hearts of romaine, caesar, parmesan, smoked chicken

Rogfart bleu cheese, red chips, scallions, roma tomatoes

Buffalo mozzarella, red onion, roma tomatoes, balsamic glaze, basil

Thai cabbage, ahi tuna, wasabi cream-4 burner stove

Stuffed pretzel roll-conveyor

Crab cake sliders-roma tomato, dijon aioli, lettuce-4 burner stove

Sugar cane skewered shrimp (4) (2 per skewer) grilled pineapple, roasted red pepper-soy buerre blanc or black truffle oil-grill

Lox salmon timbale-salmon, cucumber/dill, cream cheese, dill oil, capers, toast points

Soup-4 burner stove

Lobster bisque

Mushroom brie

Organic tomato

Burger & Sandwich

Knoke burger-newski bacon; award winning cheddar-grill

Salmon BLT-grill

Entrees-will need small steam table

Pork tenderloin-goat cheese polenta, cabernet portabellas;deep fried sage-grill & 4 burner stove

Baked salmon-black bean puree, sour cream sauce-grill & 4 burner stove

Ribeye-boursin & fried onion straws-fryer & grill

Buffalo flank steak-raspberry sauce-grill & 4 burner stove

Tortellini-wild mushroom, white sauce, etc.-4 burner stove

Scallops & shrimp-thai curry lemon grass broth, jasmine or basmati rice-4 burner stove

Pizzas-small conveyor or put in convection oven

Brushetta pizza

Spinach, fontina, roasted garlic, red peppers, sundried tomatoes, proscuitto, cream sauce

Smoked chicken, kalamata olives, red onion, parmesan, mozzarella, red sauce



Office of the Mayor

Kurt J Sonnentag

City of Middleton

7426 Hubbard Ave
Middleton, WI 53562
(608) 827-1050
mayor@ci.middleton.wi.us

June 19, 2009

Alcohol License Review Committee
City of Madison

Committee Members,

This an open letter of recommendation for Mr. Scott Acker.

Mr. Acker first became known to me when he brought the concept for the Quaker Steak and Lube Restaurant and Bar to the Middleton Plan Commission in late 2003. At the time, I was an alderman in Middleton and served on the Plan Commission. The Plan Commission was impressed with the professionalism shown by Mr. Acker and his extensive restaurant background. Mr. Acker followed through on all of his commitments to the city and was very careful to make sure that his new restaurant building met and exceeded all state and city requirements.

The Middleton Steak and Lube opened in November 2004 and was an immediate success. As a business operator, Mr. Acker worked very diligently with city officials in obtaining expanded premise permits, monitoring noise levels for outside music concerts and providing adequate security for special events. His crews are well trained and they always pass the city's underage drinking screenings. As a result, he has achieved a very low incidence of police calls and has earned the respect of our police force.

I am sure the ALRC knows that it's the people behind a restaurant project that can make it a success or a failure. In my opinion and from the experience of a long track record, Mr. Acker is a man of character who cares about his reputation and the reputation of the businesses he operates. He is a man of his word and he will do what he says he will do.

It has been a pleasure to work with Scott.

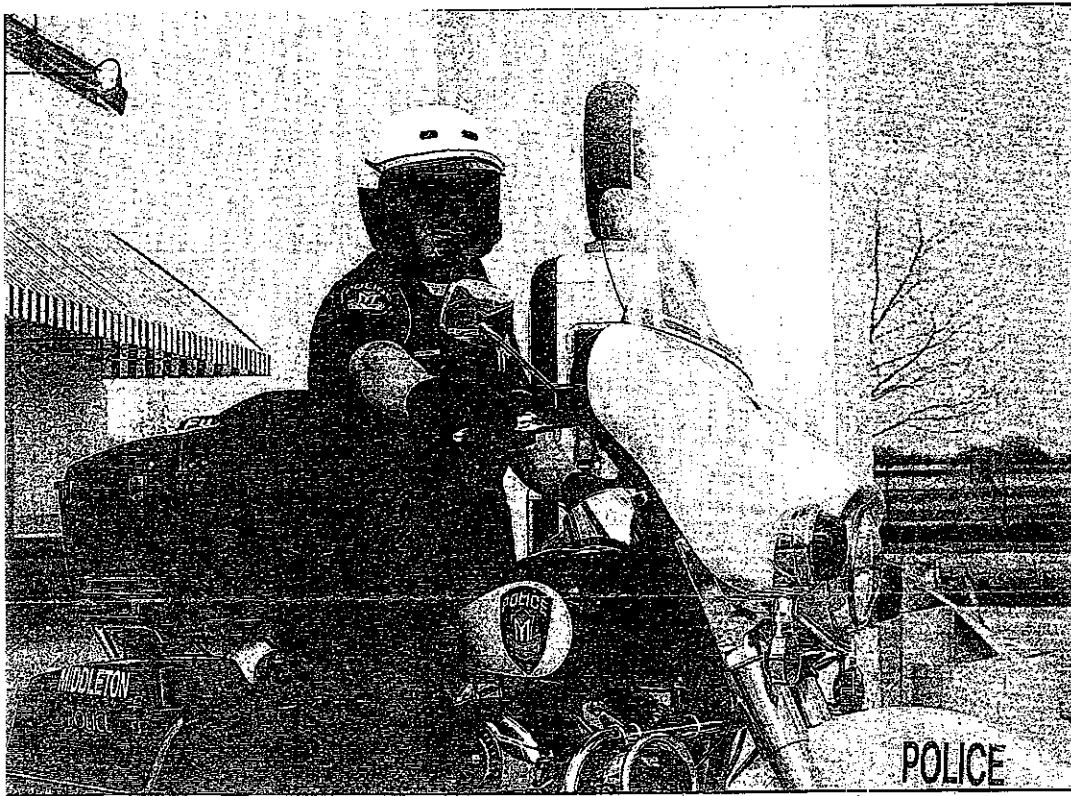
Sincerely,

Mayor Kurt J. Sonnentag

QUAKER STEAK & LUBE

Examples of Scott Acker And Quaker Steak & Lube's Community Involvement

- **Cash and Food Donations**
- **Non-Monetary Involvement**
- **Thank You Letters for Donations**



Times-Tribune photo by Matt Geiger

A not so vicious cycle

The Middleton Police Department has a new weapon in its arsenal - a 2009 Harley Davidson Road King.

The acquisition was made possible by Scott Acker, owner of the Quaker Steak and Lube franchise in Middleton. When Sgt. Don Mueller mentioned to Acker that a Wisconsin Department of Transportation grant to the city to get a motorcycle had fallen through, Acker offered his help. In total Acker donated more than \$15,000 for the vehicle and to train officers to ride it.

"I knew this bike would definitely help the squad - motorcycles can break through a gridlocked Beltline or go on bike trails to help injured bikers," said Acker. "With the motorcycle, the police force can respond to more situations."

When the motorcycle needs storage for the winter, it will be on display at Quaker Steak & Lube. Pictured above, officer Mike Wood on the Harley.



SAFE HARBOR CHILD ADVOCACY CENTER, INC.

June 3, 2009

City of Madison Alcohol Licensing & Review Committee
City of Madison Mayor's Office
210 Martin Luther King Jr. Blvd
Madison, WI 53703

Re: Quaker Steak & Lube's application for liquor license

Dear Committee Members:

This letter is written in support of the application for a liquor license that is being submitted by Quaker Steak & Lube. Safe Harbor Child Advocacy Center has been extremely fortunate to have the support of Quaker Steak & Lube for our annual Motorcycle Ride to Benefit Children fund raising event for the past three years. They have been an outstanding organization to partner with for our event.

We have worked closely with the management team at Quaker Steak & Lube on both the planning and coordination of our event as well as the actual work they do on event day. They have been very generous in their support of our agency, both through the food and beverages they have provided to the ride participants each year, as well as the financial donations they have made to us from their rented bike parking fees and other food donations they have made for Safe Harbor meetings and other events. To date, their total in-kind and financial donations to our agency exceed \$24,000.00.

It has been very rewarding to work with Scott Acker and his management team at Quaker Steak and Lube. They have been a model organization in the way they support local organizations and "give back" to the community. Our motorcycle event is coordinated by the Dane County Sheriff's Office and this law enforcement agency would not partner with a community business that was not well run with a stellar reputation for good business practices.

Our agency wholeheartedly supports Quaker Steak and Lube in their application for a liquor license that would allow them to do business in the City of Madison. They are an exemplary business to work with.

Sincerely,

Brenda Nelson
Director

Cc: Scott Acker



*the Whole Family
the Time*

me 12, 2009

r. Scott Acker
Quaker Steak & Lube
159 Deming Way
Middleton, WI 53562

Dear Scott,

On behalf of everyone at Gilda's Club Madison, I would like to thank Quaker Steak & Lube for your generous support of our organization. Since Gilda's Club moved into the Middleton neighborhood, your restaurant has been a true partner to us by sponsoring fundraising events, donating food to our Clubhouse and allowing us to utilize Quaker Steak & Lube for outreach and support opportunities.

Gilda's Club is a cancer support organization that relies solely on donations for funding. We are serving close to 500 people in our community that are touched by cancer and your support is assisting us in offering this vital service. We could not do it without you!

Scott, we are looking forward to working with you again in the near future. Thanks so much for all you do and for believing in the work of Gilda's Club.

Sincerely,

Marcia Whittington
Chief Executive Officer



To: Scott Acker
From: Renee Moe
Date: 6/2/2009
Re: Quaker Steak & Lube Harley Sweepstakes Recognition

Thank you so very much, Scott, for your generous sponsorship of the 2008 United Way Harley Sweepstakes. It was a huge success!

Over 13,000 individuals were eligible for the sweepstakes and 6,000 of those people were brand new donors to United Way of Dane County. In a time when needs are greater than ever while resources are scarce, this means significant support invested into the community to help with critical needs such as housing, food and employment.

Thank you!

We also feel this was a great benefit to Quaker Steak & Lube and hope you agree. Here are a couple of quotes I received about this partnership:

"I had no idea Quaker Steak & Lube was supportive in the community. It was exciting to see their partnership with United Way." – United Way volunteer

"My family had never eaten at Quaker Steak (& Lube). We went there for a United Way bike night, enjoyed dinner and have been back multiple times since. My kids love it!" – United Way donor

It's obviously very difficult to quantify the value of your generous \$4,000 investment in good will, increased sales and repeat business, but I hope you agree that the relationship is very positive.

This binder demonstrates some of the recognition and media coverage you and Quaker Steak & Lube received during the Harley Sweepstakes promotion. The sections are:

- 1 – Print publicity materials
- 2 – Print media
- 3 – Online media
- 4 – Broadcast media

Enjoy the recognition, know you contributed to the most successful campaign we've ever had – a special accomplishment in this economy, and please consider sponsoring again in 2009! THANK YOU!

on.com

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MON JUN 8, 2009

Wisconsin State Journal

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FULL FORECAST

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1008 - 11:01 AM

's home (re)made for TV

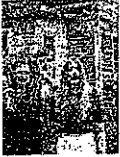
n.com

Center ad for cover TV 291 lery

The crowd chanted, "Move that bus!" — the catchphrase of ABC's "Extreme Makeover: Home Edition" — and a new, five-bedroom home was revealed Thursday to the Anders-Beatty family, who are being featured on

TV show

just south of Richland Center, was built on an expedited time schedule of 106 hours, for the television and by the elbow-grease of hundreds of construction workers, landscapers and volunteers.



gallery gets makeover

The Anders-Beatty family arrived home Thursday from an ABC-sponsored vacation to Canada to find their rickety farmhouse replaced by a new home. Their reactions were filmed by a legion of TV cameras and watched by a crowd of hundreds.

helley' Anders, a first-grade teacher in center, and her children were told a week ago they are chosen for the show, which picks down-on-their-hills to receive a new home. The show's ritual requires, a bus blocked the new home from the family members as they arrived

us finally pulled away. Anders and four of her children, Tess, Reid, Drew and Tyler — hugged and kissed each other in happy surprise.

The new home is in a farmhouse style, with gray and red siding and a "silo" attached, a three-story tower resembling a lighthouse. In the unconventional architectural feature, a spiral staircase leads to the top and windows look out 360 degrees.

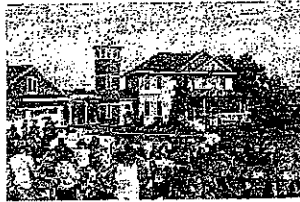
The house could be used as a weight room or observatory or for "contemplation," said David Simon, president of operations at the company which built the home.

A garage is attached by a covered walkway. The backyard features a garden, a planned prairie and teak furniture for the family's gardening, and the Bruce Co., which was in charge of the landscaping, replanted some of her perennials.

The house, which Anders lived in since 1981, was in poor condition. The siding was crumbling, windows were broken, and the ceiling in the living room had caved in.

The house relied on a wood furnace for heat. During last winter's record snow, the children lived with relatives when they could not get the wood to heat the home. Anders' father, Gary Beatty, died of a heart attack four years ago.

Despite all the challenges the family has gone through, she kept doing what was important," said Beatty's sister. Sally Anders is an extremely dedicated teacher. She got herself to work and took care of her kids."



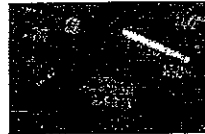
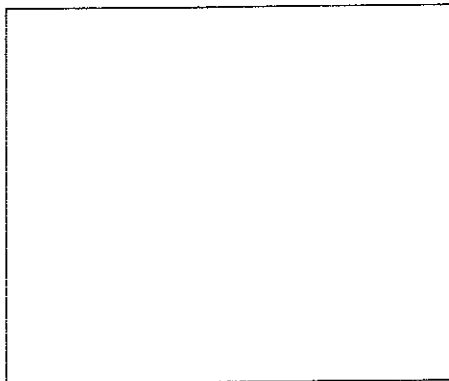
JOSEPH W. JACKSON III - State Journal

Spectators watch as the Anders-Beatty family talks with ABC "Extreme Makeover: Home Edition" host Ty Pennington in front of their new home outside Richland Center.

PHOTOS (4 images)

- Unproven remedies can hurt cancer patients' chance of beating disease
- Update: Third person has died after Saturday crash in Juneau County
- 25 years ago: Barneveld tornado
- Third person dies from Juneau County crash injuries

Advertisement:



VIDEO Speedometer climbs to nearly 160 mph before teen crashes car



VIDEO The fight against lake weeds

READER'S CHOICE

DEMOCRACY STARTS HERE

Look here for the Wisconsin State Journal Reader's Choice poll, each weekday from 11 a.m. to 4 p.m. We offer up to five story choices each day and your vote decides what goes on the next day's front page.

Wisconsin State Journal

ADVERTISEMENT

ent had elements of a large-scale TV production.
owd was asked to yell "move that bus!" in several takes, and the family walked up to the house more than once with
as trailing behind before producers were satisfied with the shot and allowed them to enter.

atient crowd waited for hours — through a hard driving rain in the morning and beating sun in the afternoon — to see
nily arrive around 3:30 p.m.

long wait didn't dim the enthusiasm. A group of children yelled, "We love you, Ms. Anders!" and cheerleaders in pink
stood high above the crowd waving pom poms. Each time host Ty Pennington walked past the crowd screamed

cal media was not allowed in the home and could not talk to the family Thursday. Veridian crews ABC employees
her volunteers worked day and night since Saturday to build the home continuing into Thursday as last-minute
s were added

verwhelmed," said Anders' mother Hedy Anders. "I am just overjoyed. I feel it's something she deserves and the
deserves."

tion at Quaker Steak and Lube in Middleton on Wednesday night raised \$33,000 to help Anders pay off her
ge. But Anders said she was worried about her daughter's ability to pay taxes on the new home

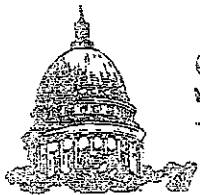
ncerned about the financial part," she said. "I don't want her to be more overburdened. She's got kids in college and
to pay for."

ildren's aunt Sally Zogg said the home reflects the family: outdoor-loving, down-to-earth, caring people
listened," she said. "They were able to really listen to who this family is and what's important to them."

Comments: add a comment

- SOS: When DNR swoops in, trailside gardeners are out of luck
- Child playing with lighter caused Wexford Ridge fire
- Update: Third person has died after Saturday crash in Juneau County
- A 'big problem' - heroin - rattles small-town Milton
- Update: Madison man killed in crash near Arena

- Reader services
- Temporary delivery stop
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SONDY POPE-ROBERTS

STATE REPRESENTATIVE

June 1, 2009

Scott Acker
c/o Quaker Steak & Lube
159 Deming Way
Middleton, WI 53562

Dear Mr. Acker,

Thank you for your sponsorship of the Middleton Police Department's new motorcycle and the training of officers to drive it.

A capable and effective Police force is important to the Middleton community, and I applaud your efforts to work towards the department's improvement. I wish you the best of luck in your future charitable endeavors.

Again, thank you. If I may ever be of assistance to you, please feel free to contact me.

Sincerely,

Sondy Pope-Roberts
State Representative
9th Assembly District



Scanner	Recreation	Multimedia	Contests	CBS Shows Online	Madison Jobs	House and Home	Real Estate	Time For Kids	St. Mary's	Travel
NEWS	WEATHER	SPORTS	POLITICS	ENTERTAINMENT	TECHNOLOGY	MONEY	HEALTH	EDUCATION	WISC-TV	OP-ED
Traffic	Shop Madison	Food/Recipes	Automotive	Talkback	Going Green WI	Mobile	Madison Magazine	My Madison TV	WisBusiness.com	

CHANNEL 3000 TRAFFIC

Middleton Starts Full-Time Motorcycle Traffic Enforcement

Restaurant Owner Pays For Bike, Training, Equipment

UPDATED: 1:41 pm CDT May 4 2009



MIDDLETON, Wis. -- Speeding through Middleton just got a little more difficult as the city now has its first full-time traffic officer

VIDEO: [Watch The Report](#)

Officer Mike Wood's only job is to enforce traffic laws and he does it by riding the department's first motorcycle

"I can go out and put this out on a corner, under a tree in the shade and it can kind of disappear and let us do a lot more enforcement," said Wood, of his motorcycle

"I expect our ticket count to go up," said Sgt. Don Mueller of the Middleton Police Department. "I certainly do."

Wood said he's excited about the opportunities his new assignment offers.

"I'm excited as can be," said Wood. "I think it's a great tool for traffic enforcement and also a great tool for getting out and meeting people in the city."

Mueller said he worked for more than a year on adding the motorcycle to the force's fleet of vehicles

"One of the things it will mean, is there will probably be a more rapid response to complaints," said Mueller

The two-wheeled addition comes at the hands of Scott Acker, who owns Quaker Steak & Lube. Acker wrote the check for the bike, officer, Wood's training and all the gear. WISC-TV reported

"I'm going to do business in somebody's backyard, I really want to connect, and really make a difference," said Acker

"His generosity is unparalleled," said Wood

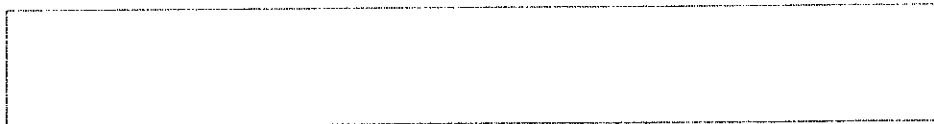
The Harley Davidson motorcycle will spend the warm months on the streets, but will winter over the bar at Quaker Steak and Lube

Mueller said that he isn't expecting any special treatment from Wood

"Everybody knows me, they know I do speed, so I fully expect to get a speeding ticket," said Acker.

Wood was selected from a group of Middleton officers who applied for the position within the department. Acker paid the lease on the motorcycle for the next three years at a cost of \$1,700 a year. His entire donation was more than \$16,000, WISC-TV reported

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Wisconsin Department of Veterans Affairs

"Making a difference in the lives of Wisconsin Veterans"

> Home > News & Publications > Secretary's Messages > July 2005 Column

"Mission: Welcome Home" Program Continues Successfully Reaching Out to Service Members Returning from Iraq and Afghanistan Column from Secretary John A. Scocos

July 2005

The Wisconsin Department of Veterans Affairs "Mission: Welcome Home" program has "rippled out" taking on a second phase. A community of caring exists, as Wisconsinites have been assisting service members returning to the U.S. who had been deployed to Operation Iraqi Freedom and Operation Enduring Freedom.

This important initiative continues to grow, helping new veterans and their families with the process of readjusting and transitioning back to their home communities, as seen recently:

- Communities in Platteville, Hartland, New Berlin, Neenah and Menasha are developing Veterans' Resource Directories.
- Dane County Veterans Service Officer Michael Jackson reports that Dane County has set up a \$25,000 "Mission: Welcome Home" fund.
- The Milwaukee Mile racetrack presented a "Salute to America's Military Champions" on June 4th. It was my privilege to join Grand Marshal, U.S. Army General (ret.) Tommy Franks, country musician Lee Greenwood, Milwaukee Mile General Manager Gary Girard, who is himself a U.S. Marine Corps veteran, and leaders and members from Wisconsin's veterans community at this tribute event.
- On Sunday, July 3rd, Milwaukee County held an "Operation Freedom" event at the Milwaukee County Zoo honoring thousands of veterans, military personnel, and their families.
- Quaker Steak and Lube restaurant in Middleton, with donations from other local businesses, on July 6th presented "Bike Night" to raise money for the Veterans Trust Fund, and raised \$2700 that evening in personal donations.
- The Wisconsin State Fair, to be held from August 4 - 14, 2005, is recognizing Operation Iraqi Freedom and Operation Enduring Freedom veterans and service members by providing them with two free adult tickets that can be used any day of the State Fair.

One special story tells about how a wounded service member inspired community involvement.

Before being called to active duty to serve in Iraq, Golf Company Marine Sergeant B.J. Ganem worked as a customer sales representative for Kraft/Nabisco. On November 25, 2004, when the humvee he was driving on patrol was hit by a roadside bomb, killing his gunner Lance Corporal Ryan Cantafio, Sergeant Ganem sustained multiple shrapnel wounds throughout his body. His left foot was so badly injured it had to be amputated, and three shards of glass penetrated his left eye. He still has hearing loss, tinnitus, and multiple scars. He continues to receive medical treatment in Washington, D.C. at both Walter Reed Army Medical Center and Bethesda National Naval Medical Center. Since his last surgery in December, while his wife Kari stays home in Reedsburg with their two small children, he's had to pay for food and lodging in Washington, D.C.

The department heard on June 30th about Sergeant Ganem's circumstances, and contacted "Mission: Welcome Home" ambassadors about the family's need to offset travel expenses and loss of income while Sergeant Ganem seeks employment.

Veterans service organizations, individuals, and civic groups, including Vietnam Veterans of America and Chapter President Sharon Sinklair of Post #921 in Waterford, got involved. That same day, Sinklair called Sergeant Ganem about filing a claim for unemployment, readjustment period entitlement, and getting registered at the VA Hospital in Madison. She also called Kari Ganem, providing helpful support and encouragement to the family.

Word about the Ganems' situation spread. In early July, the Veterans of Foreign Wars gave Sergeant Ganem \$200 for unmet needs. Sauk County Veterans Service Officer Tony Tyczinski was able to provide a \$100 food voucher. The Wisconsin Dells Rotary Club, under the direction of VFW member John Van Wie, helped provide food to the family.

The Madison Horizons Rotary Club established a fund for Sergeant Ganem and Staff Sergeant Chad Simon, who was also injured in the November 25th incident.

On July 6th, Bob Anderson of the Madison Horizons Rotary dropped off a check for Sergeant Ganem -- for \$10,000 from an anonymous donor. Then, on July 7th, VFW Post #1318 of Madison sent a check for \$500.

It's part of the department's mission to ensure Wisconsin veterans and their families receive the benefits they deserve. As "Mission: Welcome Home" continues to grow, these communities of caring are adding to that assurance that together we will take care of our newest generation of veterans.

▲ top ▲

Wisconsin Department of Veterans Affairs
30 W. Mifflin Street • P.O. Box 7843 • Madison, WI 53707-7843
(608) 266-1311 or toll-free 1-800-WIS-VETS (1-800-947-8387)
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SAFE COMMUNITY NEWS

September 2007



Mark Your Calendars!

Step on Red Campaign Kickoff
Week of September 3, Details TBA

Suicide Prevention Summit: Learn How to Save a Life
September 24, 2007

Walk Our Children to School Week
October 1-5, 2007, Kickoff on Tuesday, October 3

BeSafe Awards Luncheon
October 9, 2007

Community Traffic Summits
November 2007

Falls Prevention Task Force meets monthly
Contact Cheryl Wittke, 256-6713, for meeting date and location

Safe Communities was the recipient of a 2007 Recognition Award from the Exchange Center for the Prevention of Child Abuse. The award was for outstanding and dedicated service as a Community Leader. Congratulations to all Safe Communities members and supporters!

Congratulations to Cheryl Wittke, Madison Senior Center Director, for recently being honored with the prestigious 2007 National Institute of Senior Centers Founder's Award.

Editor's Note: Please send submissions for the next Noteworthy column to: info@safecommunity.net

Green Yellow Red Demonstration Project Touted By Feds as 'Promising Practice' Poised To Save Motorcyclists Nationwide

The 2007 Green-Yellow-Red (GYR) launch was held at Quaker Steak and Lube's popular Bike Night with 800 attending.

Green-Yellow-Red Campaign, a one-of-its-kind motorcycle safety project praised by federal highway safety officials for its unique approach, launched its second year at Quaker Steak and Lube's popular Bike Night event on May 23.

Organizers estimated 800 bikers were in attendance for the Project Green-Yellow-Red kick-off, which included motorcycle riding demonstrations and mock field sobriety tests using Fatal Vision Goggles. Bike Night patrons also took "tours" of GYR shelters designed to keep motorcycles under lock and key at area taverns should a rider decide to leave his bike behind in favor of a safe ride home.

Project Green-Yellow-Red is unique in that the program works directly with motorcycle dealers and taverns that cater to motorcyclists to provide alternatives to riding impaired. The colors green, yellow, and red represent the three decisions



Organizers estimated 800 bikers were in attendance for the Project Green-Yellow-Red Kickoff.

NHTSA demonstration project with Safe Communities and 28 project partners.

During the 2007 riding season, Project Green-Yellow-Red is providing additional motorcycle shelters, an expanded server intervention program, and new promotions at taverns and dealerships that cater to motorcyclists, said Aguilier.

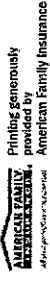
"Motorcycle shelters in particular are a big hit with riders. Last year's experience bears out what we've heard repeatedly in focus groups - motorcyclists are reluctant to leave their motorcycles behind at a tavern even if they may be impaired. Shelters have provided the security some need to make a safe choice."

GYR organizers reported that during last year's riding season, over 30 Dane and Jefferson County riders made the decision to play it safe and shelter their bikes after drinking. Demand for shelter space at Quaker Steak and Lube has been

continued on p. 8

INSIDE

- 1 StreetShare Brochure
- 2 Suicide Prevention Summit: Learn How to Save a Life
- 3 Slow Down Youth Sign Campaign
- 4 Falls Prevention Task Force to Hold Symposium
- 5 Board Member Spotlight: Captain Tim Ritter
- 6 BeSafe Awards Luncheon
- 7 Mark Your Calendar
- 8 Noteworthy



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Safe Communities builds partnerships with people and organizations to SAVE LIVES, prevent injuries and make our community safer.



Safe Communities
P.O. Box 6652
Madison, WI 53716-0652
Tel: 608-256-6713
Fax: 608-256-6795
E-mail: info@safecommunity.net

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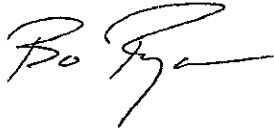
Dear **Quaker Steak & Lube**,

We would like to personally thank you for your donation in support of Coaches vs. Cancer *Shooting for a Cure* event. It's an honor to work with someone so committed to making a difference.

The American Cancer Society greatly appreciates your gift and your generosity will go a long way to further the American Cancer Society's progress in the fight against cancer. Proceeds from this event will help fund crucial research, education, advocacy, and patient service programs. The Society's commitment to people facing cancer in our community is unwavering but it wouldn't be possible without your help!

Thank you again for helping us bring hope and help to people here and across the country facing cancer. Together, we can create a world where no one has to hear the words, "you have cancer."

Very Truly Yours,



Coach Bo Ryan



Coach Rob Jeter



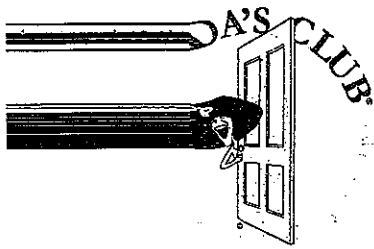
Coach Paul Combs



Coach Todd Adrian



Coach Luke Reigel



*Port for the Whole Family
The Whole Time*

March 11, 2009

Scott Acker
Quaker Steak & Lube
2259 Deming Way
Middleton, WI 53562

Dear Scott,

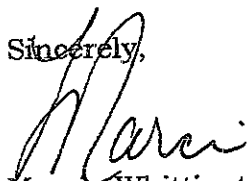
On behalf of everyone at Gilda's Club Madison, I would like to personally thank you for your donation to Gilda's Club. Your gift will help support our program of emotional and social support for anyone touched by cancer.

This receipt acknowledges that Gilda's Club Madison Wisconsin received an in kind gift of catered chicken wings and wraps for the Smart Motors Car Raffle event. Your donation is tax-exempt according to IRS regulations: you received no good or services from Gilda's Club Madison Wisconsin.

For more information on how your donation is helping to make a difference in the lives of so many in our community, we invite you to visit our web site at www.gildasclubmadison.org. You can also find information on our website about our upcoming events and volunteer opportunities.

On behalf of everyone at Gilda's Club Madison, thank you for your support and for believing in the work of Gilda's Club.

Sincerely,

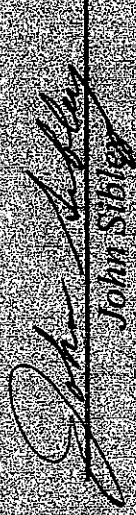

Marcia Whittington
Chief Executive Officer

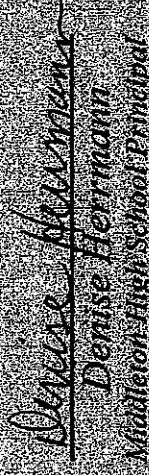
Certificate of Appreciation

presented to

Konrad Arnold Quaker Steak and Lube

*For your participation in the
Middletown High School
Career and Technical Education
Work Experience Program*


John Sibiga
Career and Technical Education Instructor


Denise Herrmann
Middletown High School Principal



Certificate of Appreciation

presented to

Scott Acker
Quaker Steak and Lube

*For your participation in the
Middleton High School
Career and Technical Education
Work Experience Program*

Pamela J. Anderson

Pamela J. Anderson
Career and Technical Education Instructor

Denise Herrmann

Denise Herrmann
Middleton High School Principal



h 23, 2009

er Steak & Lube
Deming Way
leton, WI 53562

Scott:

Thank you so much for your donation to the Math Carnival at Black Hawk Middle School. Your donation of three \$15.00 gift cards was very much appreciated. Your donation made a big difference to our Math Department and to the overall success of this event. Thank you for being a part of the education in our community.

Sincerely,

Tracy Hunt
Math Coordinator

E. Johnson
Teacher

MIDDLETON HIGH SCHOOL
C A R D I N A L
D U G O U T C L U B

April 8, 2009

Dear MHS Cardinal Dugout Club Supporter:

We would like to thank you for your support of the Cardinal Dugout Club and the MHS baseball program. Your donation to the annual Cardinal baseball raffle is greatly appreciated. The raffle is the major fundraiser for the Dugout Club and the MHS baseball program. Proceeds from the raffle are used to fund the activities of the Dugout Club, and help provide MHS baseball players and coaches with resources that help to make MHS baseball one of the premier programs in the state.

The Cardinal Dugout Club is a subgroup of the MHS Cardinal Booster Club, with the purpose of promoting and funding the baseball program at Middleton High School. If it is helpful, our tax-exempt ID number is ES 35499. We appreciate your generosity and your support of the MHS baseball program. Thanks again.

Sincerely,

Tom Schmitt *A. Wolf*

MHS Cardinal Dugout Club

Tom Doney #24

Robert Roinski #14

Lennie King #10

Alie Zell #8

Walton #7



Scott

Thanks for spending time with
our Co-op students! They enjoyed
the tour and your entrepreneurial
insight. It means a lot more to
them when they hear it from
someone who has gone through it.
Thanks also for the food discount
and great service.

John Tubby
Middleton Co-op Students

Dear Quaker Steak and Ld

Thank you very much for
the gift card. It is a joy to
get something from your business.

I will try my best to buy
the gift card at the auction or
come to your restaurant, I can't
wait!

I am hoping to come soon
because my dad is offering a reward
for playing so well at my soccer
tournament.

Thanks again,

Sincerely

Jacob Schmitz
Jacob Schmitz

Great -

Once again Quaker generously lends
their support to the Chembe Annular
Celebration.

I absolutely love your chicken
wings!

Thank you so much for being
there.
Levika

February 16, 2009

Dear Mike,

Thank you for your donation to the Yahara Elementary School PTA Silent Auction. Your item—a \$15.00 Gift Certificate from Quaker Steak and Lube, valued at \$15—will be auctioned off on Tuesday, March 3, 2009. The proceeds will help fund the various activities and equipment which benefits the students of Yahara Elementary School.

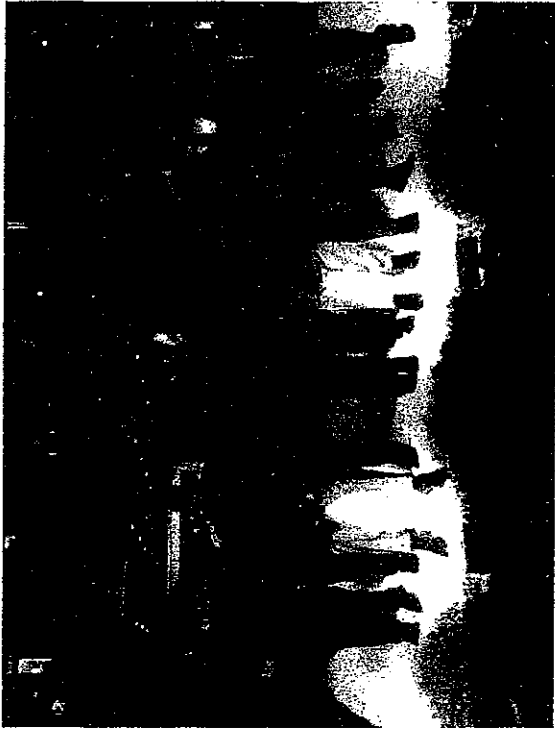
Again, thank you for your generous donation. We greatly appreciate it.

Sincerely,

Michele F. Gjertson
Yahara Elementary School PTA

*Shawn
Thanks for your last
minute donation to our
new huddle back off account
- soon to go on your account. We
all appreciate you and we need
the \$15.00 to help with the PTA
expenses.*

*By hand
Michele F. Gjertson
Yahara Elementary School PTA*



Quaker Steak & Lube,

*Thank you so much for your
recent contribution to our
DECA International Career
Development Conference.
Your gift of \$288.00 helped
to offset our expenses and
provided us a great
opportunity to compete
against the nations very
best future business leaders.*

Thank You,
Quaker Steak
& Lube

*Sincerley,
Monona Grove National Competitors*

Sincerely...

Thanks for your
participation in the
2009 MATC Indoor
Softball Tournament!

... For taking the time out of your
busy schedule to participate
in our educational program.
Please feel free to call on me
whenever I can be of assistance.

Once again, thank you