

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

diverse - williamsen Street community

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

yellow page; print media in neighborhood newsletter

17. Are you operating under a lease or franchise agreement? Yes (attach a copy) No

18. Owner of building where establishment is located: Mike DeMinter

Address of Owner: 3576 Plaquemine Cir Middletn WI 53562 Phone Number 608-215-5001

19. 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

20. List the Directors of your Corporation/LLC

N/A

Name	Address

21. List the Stockholders of your Corporation/LLC

N/A

Name	Address	% of Ownership

**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 16 day of January, 2008  
William K. DN  
(Clerk/Notary Public)

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

My commission expires 8-30-09