

FYI - click mouse in 'For the license period beginning' field to begin and tab throughout. Use mouse to check appropriate boxes, spacebar or enter.

Save Print Clear

**ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION**

Submit to municipal clerk.

For the license period beginning \_\_\_\_\_ 20\_\_\_\_ ;  
ending \_\_\_\_\_ 20\_\_\_\_

TO THE GOVERNING BODY of the:  Town of }  
 Village of } Madison  
 City of }

County of Dane Aldermanic Dist. No. \_\_\_\_\_ (if required by ordinance)

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): 7-Eleven, Inc.

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	President	Joseph M. DePinto	150 E. Continental Blvd., Southlake, TX 76092	
Vice President/Member	Vice President	Stanley W. Reynolds	1308 Fanning Street, Southlake, TX 76092	
Secretary/Member	Secretary	David T. Fenton	3212 Milton Street, Dallas, TX 75205	
Treasurer/Member	Treasurer	David L. Seltzer	730 Ashleigh Lane, Southlake, TX 76092	
Agent		Eleri Baecker		
Directors/Managers		Joseph DePinto		

3. Trade Name 7-Eleven Store #35849 Business Phone Number \_\_\_\_\_  
4. Address of Premises 1412 Pflaum Road Post Office & Zip Code Madison, WI 53711

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 Texas and date 1/2/1962 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.) \*\*Pending applications for stores on attached list.

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.) \_\_\_\_\_

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? Open Pantry Store #1215

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. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs?  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 9th day of May, 2012

Marilyn Steele Jones  
(Clerk/Notary Public)

My commission expires 9/13/2013

Richard M. Blaw  
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)  
Richard M. Blaw, authorized agent for 7-Eleven, Inc.  
**MARILYN STEELE JONES** Limited Liability Company/Partner  
Notary Public  
MY COMMISSION # DD 914495  
EXPIRES: September 13, 2013  
Wisconsin Department of Revenue

**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 <u>26522</u>
Date license granted	Date license issued	License number issued	

## City of Madison Supplemental Class A License Application

<input type="checkbox"/> Seller's Permit Certificate- (Entity must match Articles of Incorporation) <input type="checkbox"/> Federal Employer Identification # <input type="checkbox"/> Notarized Original Application Form <input type="checkbox"/> Notarized Supplemental Form <input type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input type="checkbox"/> Description of Licensed Premise <input type="checkbox"/> *Notarized Appointment of Agent <input type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <input type="checkbox"/> *Articles of Incorporation	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan * Corporation/LLC only
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1. Name of Applicant/Partner/Corporation/LLC 7-Eleven, Inc.
2. Address of Licensed Premise 1412 Pflaum Road, Madison, WI
3. Telephone Number: 608-221-1611 4. Anticipated opening date: 6/21/2012
5. Mailing address if not opening immediately \_\_\_\_\_
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. What type of establishment is contemplated?  Liquor Store  Grocery Store  
 Convenience Store – Gas Pumps  Yes  No Other—Explain \_\_\_\_\_
9. Business Description: 7-Eleven's food service offerings bring guests a proprietary line of prepared-fresh-daily and daily delivered deli sandwiches, wraps, breakfast sandwiches and a wide assortment of fruits, salads and baked goods. 7-Eleven offers consumers a number of convenient services designed to meet the specific needs of individual neighborhoods, including automated money orders, automatic teller machines, phone cards and, where available, lottery tickets.
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.**

Please see previously submitted floor plan. 7-Eleven is purchasing an existing Open Pantry Store. The current building will not be changing structurally. As shown on the floor plan, the alcohol beverages will be stored in the back of the store next to the cooler. Please see floor plan for exact location.

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. \_\_\_\_\_  
This store currently has nine (9) parking spaces.
13. Describe your management experience, staffing levels, duties and employee training.  
7-Eleven will be keeping the same employees currently at the Open Pantry Store: Trina Dusso, Mike Rhodes, Thomas LeMay, Colleen Corneiller

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.  
Corporate Creations Network, Inc., 4650 W. Spencer Street, Appleton WI 54914
- Name \_\_\_\_\_ Address \_\_\_\_\_

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

Surrounding neighborhood.

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

Occasional window posters, advertising any items in the store.

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

18. Owner of building where establishment is located: E&K Land, LLC

Address of Owner: 10505 Corporate Drive, Ste 101, Pleasant Prairie, WI 53158 Phone Number \_\_\_\_\_

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

Jay W Chai, 1722 Routh St, Ste 1000, Dallas, TX 75201

Name Address

Masaaki Kamata, 1722 Routh St, Ste 1000, Dallas, TX 75201

Name Address

Nobutake Sato, 1722 Routh St, Ste 1000, Dallas, TX 75201

Name Address

21. List the Stockholders of your Corporation/LLC

100% owned by Seven Eleven Japan Co., Ltd

Name Address % of Ownership

Name Address % of Ownership

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.

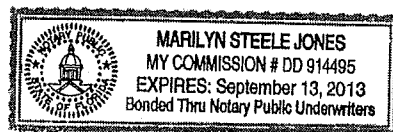
Subscribed and Sworn to before me:

this 29th day of May, 2012

Marilyn Steele Jones  
(Clerk/Notary Public)

My commission expires 9/13/2013

(Officer of Corporation/Member of LLC/Partner/Individual)



# 7-ELEVEN, INC.'S POWER OF ATTORNEY FOR LICENSURE AND PERMIT PURPOSES

WHEREAS, 7-ELEVEN, INC. ("7-Eleven") is a Texas corporation duly authorized to conduct business in each and every State listed on Exhibit A attached hereto, and operates pursuant to Federal Employer Identification Number 75-1085131; and

WHEREAS, 7-Eleven has retained the law firm of GRAY ROBINSON, P.A. ("GrayRobinson") to serve as its nationwide regulatory counsel for alcohol beverage licensure and permitting purposes; and

WHEREAS, RICHARD M. BLAU, ESQ. ("Richard Blau") is the head of GrayRobinson's *Alcohol Beverage Law Practice*; and

WHEREAS, 7-Eleven desires Richard Blau to act on its behalf, both as attorney-at-law and attorney-in-fact to secure 7-Eleven's good standing as a licensee qualified and authorized to sell alcohol beverages at its licensed premises for off-premises consumption.

**NOW, THEREFORE, 7-Eleven hereby appoints and empowers Richard Blau as its true and lawful attorney-in-fact for licensure purposes relating to each and all 7-Eleven locations throughout the United States. Pursuant to this appointment, Richard Blau is authorized to represent, request and file information, sign license applications, submit payments, receive licenses and act on behalf of 7-Eleven and in the name of 7-Eleven, Inc.**

This Power of Attorney shall extend to actions before any office of any State regulatory agency associated with the issuance of alcohol beverage licenses or operational permits related to 7-Eleven's retail business, including but not limited to the agencies responsible for Alcohol Beverage Control, Tobacco Regulation; The State Department of Revenue; The State Department of Public Safety; The Secretary of State, Division of Corporations; and any local governmental agencies of the State with regulatory oversight and responsibility for such licenses or permits.

It is the specific intent of 7-Eleven that the power conferred on its attorney-in-fact will be exercisable by Richard Blau from the date of this instrument and shall continue in full force and effect until December 31, 2012.

IN WITNESS WHEREOF, 7-Eleven's duly authorized representative has executed this Power of Attorney for Licensure and Permit Purposes on this 16<sup>th</sup> day of March, 2012.

For: 7-ELEVEN, INC.

By: David Hunter

Its: Senior Vice President

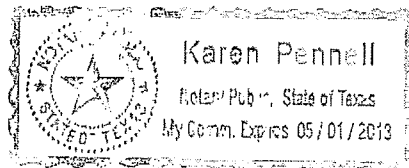
VERIFICATION

STATE OF Texas )  
 )SS:  
COUNTY OF Dallas )

The foregoing instrument was acknowledged before me on this 15 day of March, 2012 by David T. Hunter, who is personally known to me or who produced \_\_\_\_\_ as proof of identity.

Karen Pennell  
Notary Public

NOTARIAL SEAL



# EXHIBIT A

7-Eleven, Inc. is registered and authorized to conduct business in the following States:

Wisconsin

Massachusetts

North Carolina

West Virginia

District of Columbia

Washington

Virginia

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# Appointment of New Liquor/Beer Agent

## To be completed by Corporate Officer or Member of LLC

I, Richard M. Blau, authorized agent, ~~officer/member for~~ 7-Eleven, Inc.  
(Corporation/LLC), doing business as 7-Eleven Store #35849, authorize and appoint  
Eleri Baecker (Name) as the liquor/beer agent for the premise  
located at 1412 Pflaum Road, Madison, WI.

Subscribed and sworn to before me this

9th Day of May, 2012

Marilyn Steele Jones  
Notary Public, Dane County, Wisconsin

My Commission Expires 9/13/2013



Signature of Officer/Member



## To be completed by appointed Liquor/Beer Agent

I, Eleri Baecker, appointed **liquor/beer agent** for  
7-Eleven, Inc. (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 0 %.

Subscribed and sworn to before me this

\_\_\_\_ Day of \_\_\_\_\_, 20\_\_\_\_

\_\_\_\_\_  
Notary Public, Dane County, Wisconsin

My Commission Expires \_\_\_\_\_

\_\_\_\_\_  
Signature of Agent

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

# Appointment of New Liquor/Beer Agent

## To be completed by Corporate Officer or Member of LLC

I, Richard M. Blau, authorized agent, ~~officer/member for~~ 7-Eleven, Inc.

(Corporation/LLC), doing business as 7-Eleven Store #35849, authorize and appoint

Eleri Baecker (Name) as the liquor/beer agent for the premise

located at 1412 Pflaum Road, Madison, WI.

Subscribed and sworn to before me this

       Day of       , 20      

\_\_\_\_\_  
Signature of Officer/Member

\_\_\_\_\_  
Notary Public, Dane County, Wisconsin

My Commission Expires       

## To be completed by appointed Liquor/Beer Agent

I, Eleri Baecker, appointed **liquor/beer agent** for  
7-Eleven, Inc. (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 0 %.

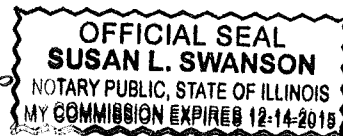
Subscribed and sworn to before me this

14<sup>th</sup> Day of May, 2012

Eleri Baecker  
Signature of Agent

Susan L. Swanson  
Notary Public, Dane County, Wisconsin

My Commission Expires 12-14-2015



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



# Payment of Taxes on Liquor/Beer License Transfer

I, Richard M. Blau, Authorized Agent for 7-Eleven, Inc., applicant for  
Name Title

a liquor and/or beer license for the premise located at 1412 Pflaum Road, Madison, WI, have  
Address

read the provisions in the attached copy of Madison General Ordinance Section 9.01, and understand that payment of all personal property taxes, special assessments, room taxes, forfeitures and judgments must be paid before the Office of the City Clerk can issue said license.

7-ELEVEN, INC.



Signature of Applicant  
Richard M. Blau, Authorized Agent

5/9/12

Date

Subscribed and sworn to before me this

9th day of May, 20 12

Marilyn Steele Jones  
Notary Public, ~~Dane County, State of Wisconsin~~

My Commission Expires 9/13/2013



# Transfer of Ownership

(letter to surrender previous license)

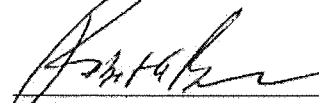
*To be filed with the City Clerk at the time a new application is submitted for a change of ownership for any liquor and/or beer establishment.*

The Class A Beer Class of License \_\_\_\_\_ license for the premise located at  
\_\_\_\_\_ 1412 Pflaum Road, Madison, WI \_\_\_\_\_ will be relinquished upon the  
Street Address  
approval of the application and the issuance of the same type of license for the same  
premises to 7-Eleven, Inc. \_\_\_\_\_  
License Applicant

There have been no convictions for violations during the current license year, nor are there any pending violations against the present licensee except as follows:

\_\_\_\_\_  
\_\_\_\_\_

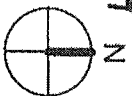
OPEN PANTRY FOOD MARTS OF WISCONSIN, INC.

  
\_\_\_\_\_  
Signature of Present License Holder

5-8-12  
\_\_\_\_\_  
Date

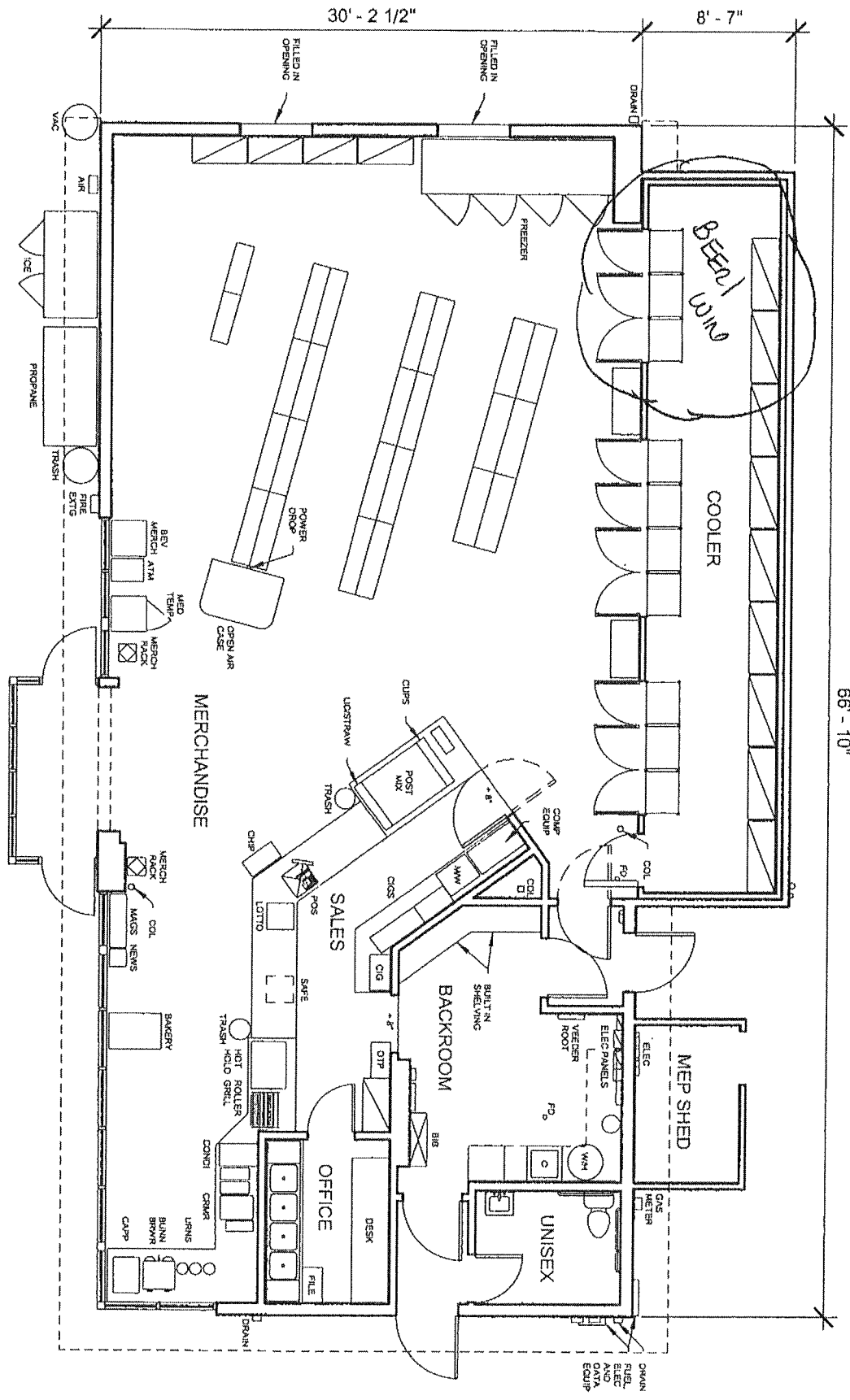


SITE #1031761 #35849  
 1412 PFLAUM RD  
 MADISON, WI



# AS-BUILT FLOOR PLAN

+/- 2,426 SF



66' - 10"

30' - 2 1/2"

8' - 7"



WISCONSIN DEPARTMENT OF REVENUE  
PO BOX 8902  
MADISON, WI 53708-8902

## State of Wisconsin • DEPARTMENT OF REVENUE

REGISTRATION UNIT  
2135 RIMROCK RD PO BOX 8902 MADISON, WI 53708-8902  
PHONE: 608-266-2776 FAX: 608-261-6248  
EMAIL: sales10@revenue.wi.gov WEBSITE: www.revenue.wi.gov

7-ELEVEN, INC.  
PO BOX 219088  
DALLAS TX 75221-9088

Letter ID: L0733107232  
Batch Index: 473887232-32

### Wisconsin Department of Revenue

#### Seller's Permit

LEGAL/REAL NAME: 7-ELEVEN, INC.  
BUSINESS NAME: 7 ELEVEN #35849H  
1412 PFLAUM RD  
MADISON WI 53716-2836

The seller whose name appears above is authorized to engage in the business of selling tangible personal property and taxable services at the location shown. This permit is not transferable and is not valid at any other location. This permit must be conspicuously displayed at the place of business for which issued. Return this permit to the Department if you discontinue sales of taxable property and services at this location.

If your business is not operated from a fixed location, such as craft shows, flea markets, etc., this permit should be displayed or carried with you to the various events.

Tax Type	Account Type	Account Number
Sales & Use Tax	Seller's Permit	456-0000140841-04