

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning _____ 20 _____ ;
 ending June 30th 20 12

TO THE GOVERNING BODY of the: Town of }
 Village of }
 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): My Buddies LLC

Applicant's Wisconsin Seller's Permit Number: <u>456-1027343388-03</u>	
Federal Employer Identification Number (FEIN): <u>27-5316928</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	\$

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>Member</u>	<u>Dale Wells</u>	<u>138 N. Pardee St Marshall, WI 53559</u>
Vice President/Member	<u>Member</u>	<u>Debra Wells</u>	<u>3626 Atwood Ave Madison, WI 53714</u>
Secretary/Member			
Treasurer/Member			
Agent ▶	<u>Dale Wells</u>	<u>138 N. Pardee St</u>	<u>Marshall, WI 53559</u>
Directors/Managers			

3. Trade Name ▶ My Buddies Business Phone Number 608-444-4084
 4. Address of Premises ▶ 4325 Lien Rd. Post Office & Zip Code ▶ Madison, WI 53704

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 2/24/11 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.) See Attached (entire interior, Datican NE corner)

10. Legal description (omit if street address is given above): Yes No

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? _____

12. Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630.5) before starting 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



WARNING: 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. Any lack of access to the licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

WISCONSIN NOTARY PUBLIC

Subscribed and sworn to before me _____ day of June, 20 11

Edgette Dane, WI
 (Clerk/Notary Public)
18/14

DALE Dale A Wells
 (Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)

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

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

Reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license issued	License number issued	

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

male and female 21-60 years of age

16. What age range would you hope to attract to your establishment? 21-60

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

Radio, television, direct mail, discount cards, leagues.

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

19. Owner of building where establishment is located: Capital JFK III LLC

Address of Owner: P.O. 44507 Madison, WI 53744 Phone Number 608-287-0267

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

Dale Wells 138 N. Pardee St Marshall, WI 53559
Name Address

Debra Wells 3626 Atwood Ave Madison, WI 53714
Name Address

Name Address

22. List the Stockholders of your Corporation/LLC

Dale Wells 138 Pardee St. Marshall, WI 53559 75
Name Address % of Ownership

Debra Wells 3626 Atwood Ave Madison, WI 53714 25
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. _____

24. What type of food will you be serving, if any? _____

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? 11am - Close

27. What hours, if any, will food service not be available? None
28. Indicate any other product/service offered. Catering, banquets, ~~retail~~ pool + dart leagues
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? 15-20
During what hours do you anticipate they will be on duty? 10am - close
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? 20
How many bartenders do you anticipate you would have working at one time on a busy night? 2-3
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? _____
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?
50% +
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 80%
What percentage of your advertising budget do you anticipate will be drink related? 20%
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? 280

43. Pursuant to Chapter 38.02 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	30 %
Gross Receipts from Food and Non-Alcoholic Beverages	70 %
Gross Receipts from Other	%
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.

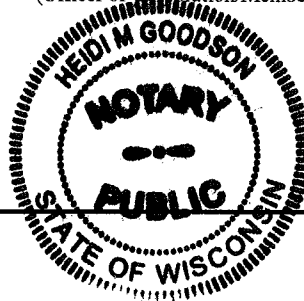
Read carefully before signing: Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), 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.

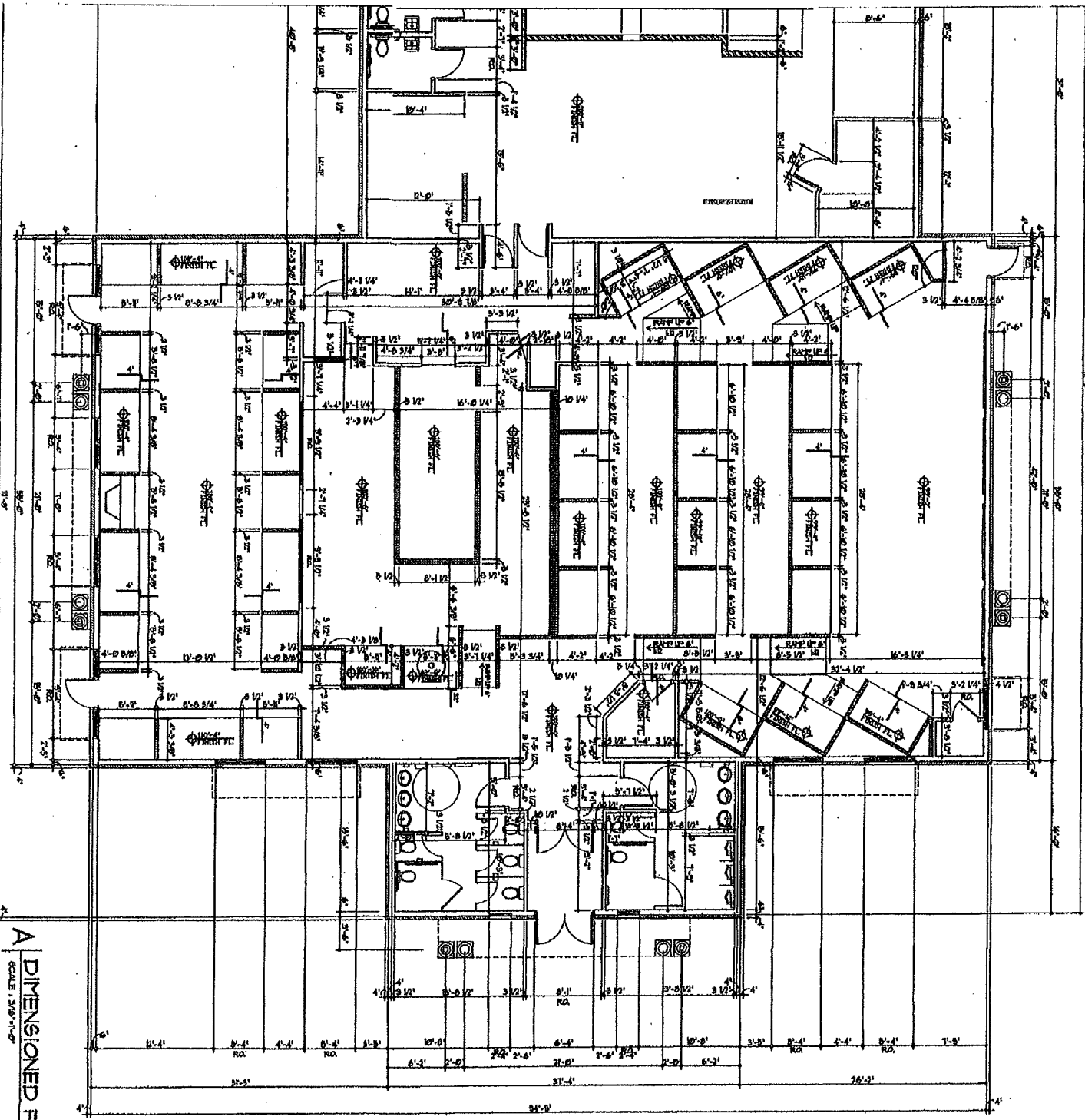
Subscribed and Sworn to before me:

this 28 day of June, 2011 DATE Wale A. Wells
(Officer of Corporation/Member of LLC/Partner/Individual)

Heidi M. Goodson
(Clerk/Notary Public)

My commission expires 10/05/2014



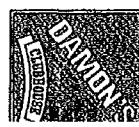


A DIMENSIONED FLOOR PLAN
 SCALE: 1/8" = 1'-0"



A1	ISSUE
	PRELIM
	BID
	PERMIT 4 NOV 5
	CONST 27 NOV

ISSUE
PRELIM
BID
PERMIT 4 NOV 5
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A NEW RESTAURANT FOR:
Damon's
 LOT 2 EAST PRAIRIE COMMONS
 4323 LIEN ROAD
 MADISON, WI 53704

PROJECT NO.
5737

OWNER & ASSOCIATES
 PROJECT MANAGER
 ARCHITECT
 1000 W. MOUNTAIN VIEW
 MADISON, WI 53704
 TEL: 608/261-1111
 FAX: 608/261-1112

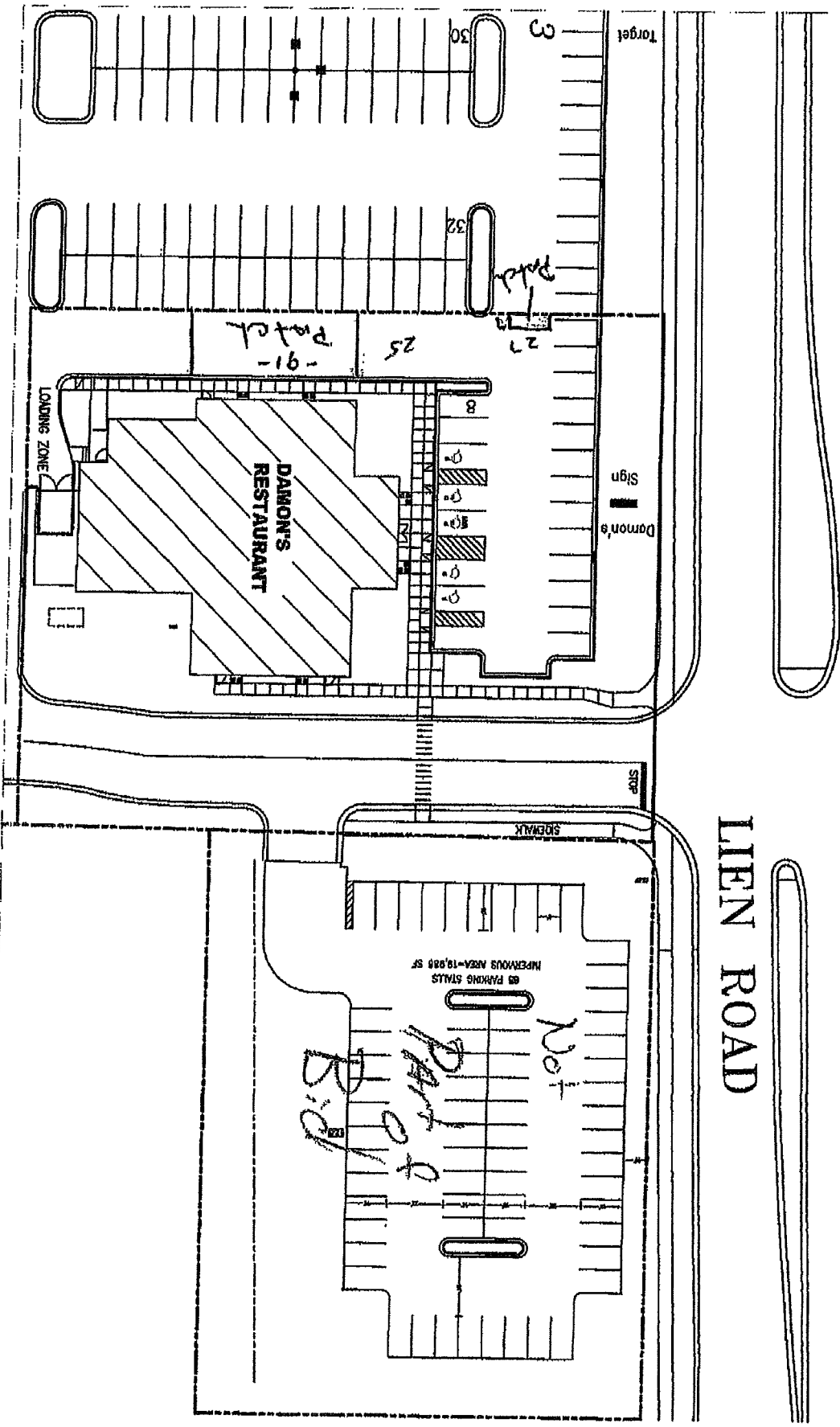


SITE PLAN DAMON'S RESTAURANT 4235 LIEN ROAD

T Wall Properties



LIEN ROAD



Bill of Fare

Open-Faced Steaks

served with veggie blend, potato & grilled garlic clabatta

Butterflied Filet - 13 Rib-eye - 11 Sirloin - 9 Flat Iron - 7

Steak Burgers

served with homemade chips & pickle

*Featured - 6 Swiss mushroom - 5 Bacon cheese - 5
muenster - Swiss - cheddar - pepper jack - American - bleu
lettuce - tomato - red onion - bbq - sauces*

Chicken Cordon Bleu Sandwich - 7

Deep-fried Walleye Sandwich - 7

Philly Cheese Steak - 6

Chicken Breast Sandwich or over rice pilaf - 5

Rueben - 5

grilled cheese - ham & cheese - blt - turkey club

Wraps - 6

turkey club - grilled tender - steak & cheese

Greens - 6

garlic shrimp Caesar - grilled chicken - cobb - wilderness - taco

Soups & Chili

Cups - 2 Bowls - 4

Baked five onion w/ Swiss - 5

Stews - 8

Beef - Venison

Chicken Tenders - 5
garlic grilled or fried

Quesadillas - 6
grilled chicken - peppers - onions - tomato - pepper jack cheese blend

Chicken Paddles - 5
21 - Shrimp - 5
Curds - 5
Poppers - 5
Smelt - 5
Catfish Strips - 5
Potato Skins - 6
Nacho Platter - 6
Beef or chicken
Onion Rings - 5
Beer Battered Steak Fries - 4
Krinkle Kut Fries - 3
Chili Cheese Fries - 5

Italian Nachos - 6
Our fun new twist on nachos. Garlic flavored chips topped with sausage, pepperoni, mozzarella, mushrooms, green onion, and pepperoncinis, served with marinara dipping sauce. Try any specialty pizza nacho style - 8

Desserts - 3
bread pudding - assorted bars - apple krisp

Meat & Potato

Signature Steaks

served with soup & salad bar, potato and breads

Filet - Rib-eye - Top Sirloin - N Y Strip - T-bone - Porterhouse

Steak Enhancements - 2-4

bordelaise, hollandaise, béarnaise, bleu cheese crust

lobster mushroom sauce

Bacon wrapped & blackened

Prime Rib

slow roasted and held until it is "melt in mouth" tender

8 oz Knight - 10 12 oz Queen - 14 16 oz King - 18

Barbequed Baby Backs

slowly braised for "fall off the bone" tenderness

Whole Rack -15 Half Rack -10

Garlic Roasted Chicken Breast

served over rice pilaf

Whole Breast -12 Half Breast -8

Pasta Alfredo - 12

garlic roasted chicken tenders or shrimp

Roasted Rack of Lamb w/ Champagne Mint Sauce -15

Colossal Garlic Roasted Shrimp -15

Seared Salmon Oscar - 16

Sesame Seared Ahi Tuna -16

Roasted Pork Tenderloin - 12

Potato Choices

baked - au gratin - garlic smashed

Friday Fish Fry

fried or baked cod
fried or broiled walleye
fried perch
Pan-fried bluegill
shrimp
scallops

All You Can Chow -15
soup & salad bar - potato - breads

Soup & Salad Bar -6

Daily Specials

Monday - Meat & Mead (slider & beer nite)
Tuesday - Fajita Frenzy (byo taco bar)
Wednesday - Fish & Chips (Pollack & hm chips)
Thursday - AYCC Rib Nite (prim or bbq)
Friday - AYCC Fish Fry (cod, walleye, perch, bluegill)
Saturday - Land & Sea (lobster & crab)
Sunday - Eye Opener Breakfast (full menu)

Lass & Laddie Menu -5

*Chicken Strips
fried or garlic roasted*

Roni & Cheese

Mini Burger & fries

Grilled Cheese & fries

Corndogs & fries

Mini Pepperoni or Sausage Pizza

All kids meals include soda or milk and a sweet treat

First Course

Served Friday & Saturday

Seafood Kabob - 8

Crab Cakes - 8

Pizza

(Please allow 20 minutes for pizza orders)

Three Sizes

*7" flatbread 10" medium 14" large
add \$1 to medium or large for thick crust*

Chicken Bruschetta Pizza 8 - 12 - 16

Fresh tomatoes, garlic, chicken and basil topped with mozzarella cheese and balsamic glaze

Five Meat Pizza 9 - 14 - 18

Italian sausage, pepperoni, Canadian bacon, andouille sausage, and prosciutto ham with red sauce and cheese blend

Southwest Chicken Pizza 8 - 13 - 17

A combo of white sauce and southwest sauce are the base for tex-mex pizza. Topped with avacado, corn relish, pico, chicken, mixed cheese and tortilla chips

Chicken Cordon Bleu Pizza 8 - 12 - 16

Crunchy chicken bites highlight this classic. White sauce, ham and swiss cheese complete it.

Shrimp and Andouille Pizza 8 - 13 - 17

Grilled shrimp, mushrooms, green onions, andouille sausage, and mozzarella cheese atop red sauce is a tasty combination.

Mediterranean Pizza 8 - 12 - 16

this sauceless pizza has plenty of flavor with diced ham, artichoke hearts, black olives, tomatoes, feta and mozzarella cheese.

Veggie Alfredo Pizza 8 - 12 - 16

alfredo and mozzarella brings out the fresh flavor of red pepper, mushrooms, green onion, tomatoes, and asparagus.

Cheese Pizza 7 - 9 - 11

red sauce and mozzarella cheese

Add one topping 8 - 10 - 13

Add two toppings 9 - 11 - 15

Topping choices are pepperoni, Italian sausage, peppers, onions, mushrooms, tomatoes, and black olives

*Don't forget about our ½ flatbread pizza and soup or
salad combo - 6*

*Also ask about our daily pizza special available in all
sizes*

Eye Openers

- 1) eggs & tst - 2*
- 2) eggs, potato & tst - 3*
- 3) eggs, meat & tst - 4*
- 4) eggs, meat, potato & tst - 5*
- 5) stack & meat - 5*
- 6) French tst & meat - 5*
- 7) steak, eggs potato & tst - 8*

Potato Choices

hash browns - american

Meat Choices

ham - sausage - bacon

steak (flat iron or sirloin)

Sausage Gravy over Biscuits - 5

Hash & Pouched Eggs - 5

Omelets

served with potato & tst

Ham & Cheese - 4

Denver - 6

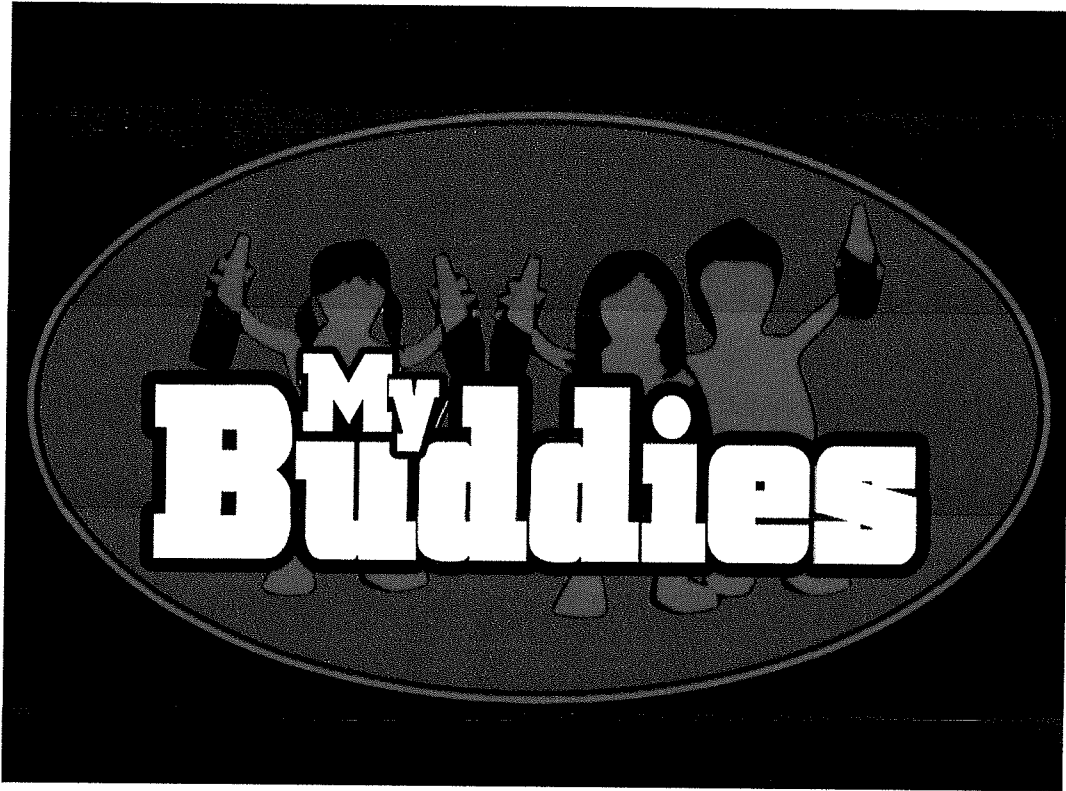
Western - 6

Chili & Cheese - 6

Steak & Mushroom - 8

Eggs Benedict - 6

Spud Special - 6



Business Plan

My Buddies

1. Table of Contents

1. Table of Contents	2
2. Executive Summary	3
3. General Company Description	6
4. Community Involvement	8
5. Products and Services	10
6. Customers	11
7. Competition	12
8. Niche	13
9. Marketing & Promotion	14
Conclusion	17

2. Executive Summary

My Buddies is a new family restaurant and sports bar that will focus on attracting families, businesses, and individuals for dining as well as offering a facility for office meetings and private functions. Operating daily, we will be serving a full menu focusing on breakfast, lunch, and dinner while offering a small tavern side of the business. My Buddies will be located at 4325 Lien Rd Madison, WI 53704. This property is in a great location due to the high volume of consumers traveling the area throughout the day and night. Located in the East Towne area, My Buddies will thrive as a restaurant catering to all walks of life. Due to the easy access from surrounding communities via East Washington Ave and Interstate 39/90, we are offered a large client base to draw from. My Buddies neighbors a large number of restaurants and bars which have been successfully operated for decades.

The hours of operation will be as follows :

Sunday – Thursday : 11 a.m. – 2:00 a.m. (Serving of alcohol will stop at 12:00 a.m.)

Friday/Saturday : 11 a.m. – 2:30 a.m. (Serving of alcohol will stop at 12:30 a.m.)

We intend to stop the sales of liquor 2 hours before closing time. We believe this will ensure public safety, allow for smooth business operations, and provide the necessary hours of operation to ensure success at this establishment. A late night menu is being developed which will be available from approximately 9:30 p.m. to close.

Immediately upon opening, My Buddies will be staffed with an exceptional ownership/management team overseeing all aspects of the business.

Dale Wells – Owner/Agent

Dale will be responsible for complete oversight and supervision of My Buddies' day-to-day operation. Up until recently, Dale has been a long time resident of Madison, living here for 48 years. Dale is a State Certified Master Electrician, and has worked in the city of Madison in that capacity for over 35 years. Specifically, Dale served as a foreman on the Madison East Towne Food Court construction, and was involved with projects serving EPIC Systems, the WEAC building, the US Bank building on the Capitol Square, the Princeton Club, and the Deforest Middle School, among many others. Throughout his long career, Dale has been a vital asset to a number of projects which have improved the infrastructure of the City of Madison and surrounding communities. A few of the many skills Dale has developed, which prepare him for this venture, are people management, multi-tasking, general supervision, and decision making. These abilities, combined with the large network Dale has developed, are crucial to the success of My Buddies.

Dale will be tasked with overseeing every single aspect of the operation on a daily basis. Some of these tasks include but are certainly not limited to:

Inventory
Ordering
Managing Finances (Debra and Dale will be exclusive in handling funds)
Bookkeeping
Hiring/Firing (with assistance of HR consultant Peggy Nowicki)
Creating policy/Policy enforcement (with HR assistance)
Approval of marketing plans
Overseeing security
Maintaining quality
Ensuring all laws pertaining to the establishment/license are followed
Counting out/verifying tills

While Dale will have a large number of consultants it will be Dale's responsibility to make all important decisions regarding day-to-day strategies, marketing plans, entertainment options, finances, and every other decision that comes up in this business.

Debra Wells – Owner

Debra will have a role in the bookkeeping and general oversight of all business operations. She has been a Madison resident for 58 years and has a wide ranging employment history. She worked at Kohl's Grocery Store as the Bakery Manager for over 20 years. This job involved many tasks including food preparation, quality control, food safety, staff management, and inventory control. Desiring a change in pace, Debra joined WPS where she has worked for the last six years. In this position, one of Debra's tasks requires her to work with retired military members processing medical claims. As a prerequisite, Debra was required to become DISCAP certified with the Federal Government. Debra gained this certification following a rigorous background check.

While Debra's role will be mostly behind the scenes, she will be an important asset of Dale's from an advisory standpoint. Her experience in the food business at Kohl's Grocery combined with her impressive clerical skills provide a direct owner support mechanism for Dale to rely upon.

Ken Roehl – Kitchen Manager

Ken has been in the restaurant business for over 35 years, as well as being a close personal friend of Dale Wells. The Roehl and Wells families have been extremely close, raising their children together, the entire time. Running a number of establishments over the years, Ken and Kane have the experience needed to ensure My Buddies kitchen is run professionally, safely, and within all guidelines while providing an amazing quality of home-cooked style food, that the East side of Madison needs. Dale and Ken have discussed opening a location for many years, and now have found the establishment to make it happen.

Partnered with his son Kane Roehl, Ken will oversee all aspects of the kitchen including staff management (cooks/dish), inventory management, maintaining food standards and cleanliness, and general assistance in the operation as a whole. Kane will be the direct supervisor of the cooks/dish staff, however Ken will oversee the kitchen completely, with Kane answering to Ken.

Peggy Nowicki – HR Consultant

Peggy Nowicki will serve as a Human Resources consultant to the My Buddies organization. In this role, she will use her experience as a former Labor and Employment attorney at a large Milwaukee-based law firm to advise Dale Wells, the Bar Manager(s), and the Kitchen Manager(s) on decisions related to employees of the establishment. These decisions include, but are not limited to, matters of hiring, training, disciplining, promoting, and terminating employees. She will also do her best to ensure that My Buddies complies with all relevant employment laws, rules, and regulations, as well as advising Dale and his managers on implementing appropriate workplace policies and establishing an open and nurturing employment environment in general.

Amanda Altenberger – Bar Manager

Amanda has been in the food and beverage industry for 10 years. Working at a number of well established businesses in Madison and the surrounding area, including the former business at the 4325 Lien Rd establishment, Amanda's expertise will ensure the sports bar side of this business is run in a safe, responsible, and efficient manner.

Amanda will be in charge of training Dale the art of bartending, as well as setting the standard for all other bartenders and cocktail waitresses. She will be assisted by Peggy Nowicki in training and ensuring employees follow the policies and procedures set forth by My Buddies, as well as ensuring every employee delivers the quality of service My Buddies expects. She will be the main bartender at this establishment. While Dale will be in charge of hiring/firing and disciplinary actions, Amanda will be the direct supervisor of any bartenders and cocktail waitresses.

Jason Wells – Marketing Director / General laborer

As a co-founder of My Buddies Marketing, Jason will primarily be working with Joseph assisting in the day to day operations of My Buddies Marketing. Jason and Joseph will continue their dedication to growing My Buddies as a brand while assisting Dale with the 4325 Lien Rd location's marketing, as well as growing My Buddies Marketing statewide and beyond.

As the son of Dale Wells, Jason may be asked to fill in from time to time in all areas of the restaurant and sports bar. Jason has a wealth of experience in the service industry and will serve as a back-up employee to fill in when needed. These tasks will include cooking, dishwashing, serving, bartending and any other general tasks that Dale requests of Jason.

3. General Company Description

My Buddies will be a locally owned and operated family restaurant which provides a unique dining experience to a wide variety of clientele. We intend to focus on the lunch and dinner/happy hour business that this area of Madison readily offers. With the large number of businesses in the area, and the large family presence via East Towne Mall, other retail stores, etc, we intend to be a business focused on pleasing a wide array of customers versus narrowing our market into specifics.

This will primarily be accomplished through our massive food menu. Through Ken and Kane Roehl's years of experience, we will be offering everything from your traditional fish fry/prime rib specials, to specialized vegetarian meals, to a delicious and healthy kids menu, and everything in between.

We intend to have a core menu established, however we will be accenting this menu with weekly items for the public to try. We may implement a voting system of sorts, in which the public chooses whether an item is "menu worthy". This is simply one idea, among many, designed to incorporate public opinion into our business, thus creating a sense of ownership in our clientele and building customer loyalty.

With the dynamic of Ken and Kane being a father/son team, there is a unique marketing opportunity that has presented itself. Ken tends to be more of the "old school/meat and potatoes" type of cook. Good old Wisconsin cooking is his specialty. This is something we are extremely lucky to have and will focus as the core of what our food offerings entail.

While Kane can certainly duplicate Ken's cooking style, he has aspirations to learn more about the food trends in the Madison area. Kane will quarterback the Research and Development, with Jason, Debra, Dale, Ken, Peggy, and whoever else being the judges. If something passes their test, it will be run as a weekly special, marketed as this week's "Kane's Kreation" item, and voted upon by the ordering clientele. If it gets a good response, we might add it permanently.

Through this method of food advertising, people will stay interested. It will create this drive of "I wonder what Kane's doing this week?" in a large number of patrons. We may also take recipes from the patrons and implement them as well. "Customer of the week", features a customer's recipe weekly, we will let the customer name the item, and if it performs well we may add it to the menu permanently. If a customer's item is chosen for the menu and the customer will be rewarded with free meals or another perk.

These are a small sample of a wide array of unique, fun, and family oriented ideas we have and hope to unveil in the upcoming months.

The owners and core staff of My Buddies are family members, friends, and long time co-workers who have joined to take their level of service and entertainment, and lifelong dream to the next level. Though the core staff has been established, as an equal opportunity employer it is our goal to hire applicants from the

community and to add new jobs in the city of Madison. We are currently interviewing to establish our full staff which should be in the range of 25 to 30 new jobs created.

The plan for this establishment is to instill deeply into each one of our clients that this is a multi-faceted business. It's not just a place to eat and leave. It's not just a place to come drink while watching football. It's not just a place to bring the family for dinner. It's all of the above!

Through this concept of combining a wide array of business models into one location we will ensure our success and ability to stand out from the high number of franchised establishments in the area. The hope is, through the correct marketing strategies, that the general public will perceive this as a family restaurant combined with a neighborhood sports bar. We intend to nurture friendships, listen and implement public ideas, work with local charities on a weekly basis, and simply care about not only the transaction at the table (service/quality/etc) but about the community in general.

4. Community Involvement

My Buddies will have a major impact on the local community. Debra, Dale, Peggy, Amanda all have relationships with people involved in a wide array of charities in the Madison Area. Juvenile Diabetes Research Foundation, Boys and Girls Club, Junior Achievement, Leukemia and Lymphoma Society, St Vincent De Paul, and Badger Honor Flights are just a small snapshot of this network.

As an example, My Buddies will be working with Badger Honor Flights on one specific event. Badger Honor Flights sends veterans to the memorials in Washington D.C. Their next flight is in October and My Buddies intends to be at the core of this event.

The flight to D.C. will be departing Saturday morning. Typically, the veterans' families will drive from all over the state/region to be at Dane County Regional by 4 or 5 a.m. Saturday morning, then will return to their homes, only to drive to Madison again to pick up the veterans on Sunday. Clearly this is an inefficient plan for the families involved. Moving forward Badger Honor intends to work to make it possible for the families to stay in Madison, with the help of a few local businesses, and allow these families to enjoy the weekend together in Madison. This makes for a much more enjoyable experience for the family as a whole, and also brings tourism dollars to Madison's local economy.

My Buddies will be hosting a "pre-flight" dinner on Friday evening. We will be donating every meal for the veterans in attendance. This could be anywhere from 20 to 100 veterans served at no charge. Families will be invited and encouraged to join. We will be working jointly with Badger Honor to coordinate the dinner menu, times, entertainment (the consensus thus far is that we will be playing videos from previous flights on our 15+ televisions including 5 projectors), as well as assisting Badger Honor in locating businesses in the area to offer donations/discounts to the families.

Joseph and Jason, as directors of My Buddies Marketing, intend to help Badger Honor not only on this event but with every aspect of their operation. This will range from notifying veterans state wide, coordinating transportation for those in need, general promotion, helping staff events with volunteers through our internal network, to whatever they need! Jason and Joseph intend to assist Dale and My Buddies LLC by implementing My Buddies Marketing's relationships in the community and charitable institutions into the business and model owned and operated by Dale Wells. Jason and Joseph have a world of talent and they intend to donate that talent, to worthy recipients, not only through My Buddies Marketing specific events but in general. There's a world of charities out there, and they all need help!

Badger Honor Flights is simply ONE of the charities we intend to work with on a weekly basis. This plan with Badger Honor Flights, which has been booked and implemented in a matter of hours, pales in comparison to what we are, and will be, capable of accomplishing upon Dale opening this business\

In addition to charity work, My Buddies LLC intends to sponsor a number of teams for softball, volleyball, baseball, women's professional football, roller derby both on the amateur level but also at the level of

organizations such as the Madison Mustangs and Mallards. We firmly believe it is imperative to be active in the community in order to succeed in this business.

My Buddies will host a number of personal benefits as well. There are a large number of benefits the My Buddies team has already been involved with, some of which are recurring events. One example is the David Dobbert Scholarship benefit, held in honor and remembrance of a young man who was tragically killed by a drunk driver. The funds from this benefit are donated in the form of a scholarship to a deserving youth in the Madison area's school districts. David's mother, Cindy Cross, is also a speaker at Victim Impact Panels during which she tells her story. We've worked closely with David's mother for some time and have plans to enhance this benefit to new heights.

Joseph volunteered with Habitat for Humanity and The Boys and Girls Club of Madison throughout his time at HSBC Bank. Joseph intends to re-establish these connections and organize volunteer events through My Buddies Marketing. This 3rd party relationship will enable Dale Wells and My Buddies LLC's desire to be active in charity.

The concept of this establishment is a collective effort to run a successful business, as well as to have a major positive impact on the community. We wish only to show the city of Madison that we can work together to accomplish great things. In this volatile time in this city/state/country, we've learned that teamwork is mandatory in order to move forward. We wish to expand this idea to the public.

5. Products and Services

My Buddies will be a unique addition to the Madison area's restaurant industry. It will take some of the unique features offered at other establishments and consolidate them into one location.

Soon after opening, we will be offering a full menu for lunch and dinner. Our kitchen staff is currently comprised of a father and son team. Combined they have over 50 years of restaurant management experience. They specialize in a variety of cooking styles including short order, gourmet, catering and banquet.

Menu items will include appetizers, burgers, pasta, fish-fry, steak, prime rib, homemade pizza, soup, and much more. We will have an established menu; however, we will be adding specialty items on a weekly and/or monthly basis. Please see attached menu examples.

We intend to pursue the catering market immediately. With the large number of businesses in the area Kane will lead the sales team designed to recruit office parties, holiday parties, wedding banquets, birthday parties, and any other occasion that warrants catering. While we are still finalizing our catering/banquet menu, we plan to have a wide array of options suitable for any style gathering.

My Buddies will have a full service sports driven tavern, serving a wide variety of alcoholic and non-alcoholic beverages. We intend to utilize the tavern side of this business as a supplement to the restaurant, and not as the focus. This will be apparent in our marketing techniques. It is well understood in Madison, as well as in Wisconsin in general, that it is extremely difficult if not impossible, to run a successful restaurant this size without a tavern side to the business. Banquets, office parties, birthdays, dinner in general, sports, leagues, happy hours, all involve alcohol. To not offer this service is detrimental to the future success of this establishment.

6. Customers

My Buddies will be an establishment designed to serve every type of person. Although our core market will consist of male and females of all ages, we intend to be extremely family-friendly and oriented. Due to the wide range of services this facility provides it is difficult to narrow our market to a specific age/gender group. This is a positive factor, however, as we can accommodate to just about anyone, anytime.

Our typical client base will be comprised of the following :

- All ages
- Male and Female
- Living in McFarland, Cottage Grove, Madison, Monona, Stoughton, Fitchburg, Sun Prairie
- \$30,000 annual income and greater
- Active in sports, community, leagues, charity, socializing

Again, due to the wide array of activities My Buddies will provide, this is not a situation where we can narrow down to a specific target market.

7. Competition

The competition in the East Towne area is fierce. There are a huge number of restaurants and taverns immediately surrounding My Buddies. We are well aware of this, and welcome the challenge. While it may appear that it is a saturated market we believe there are opportunities available for major success in this area.

Primarily, the bulk of these establishments are chain restaurants. While each of these establishments provides good food at a fair price, we believe we can stand out. My Buddies is a company owned and operated by mostly Madison natives. The personality that comes with being locally owned and operated is something a franchise location simply can't deliver. While it may be owned locally, the concept, idea, name, menu, etc are not. This allows for an extremely unique position for My Buddies. Instead of corporate instructing us how to run the business, we can listen to our customers, answer their requests, and implement their ideas. Ultimately this will create a massive sense of ownership and loyalty in every one of our clients.

In addition, the East Towne area is one of the most trafficked areas in the state. The establishments in the area routinely have 45 minute waits to be seated. This happens at both lunch and dinner, throughout the week. Thus, we believe there is a demand for an additional option in this area.

Lastly, with the implementation of leagues, charity events, and My Buddies Kids, we will stand above our franchise competitors. Our mission is to see you smile and enjoy yourselves every single time you walk through the door, feel like you're a part of the team, introduce you to new concepts and ideas, and motivate you to participate in community events.

8. Niche

My Buddies will stand out in a number of ways. Professional and dedicated staff members, pool & dart leagues/tournaments, banquets, and catering for weddings/office parties/etc., are just a few examples of how we will stand out from our franchised competitors. However we believe the biggest benefit we offer to the public is simply a place you can call your own. We will listen to ideas and implement them, allow our patrons to have a say in how things are done (menu items, benefits, entertainment suggestions) and implement programs which will promote a sense of ownership in each and every member involved.

My Buddies Kids is another example of our “going above and beyond” to ensure customer satisfaction on every level. We have noticed over the years that while the menu styles have expanded throughout Madison, one area that has been neglected is the concept that kids are customers too.

My Buddies Kids is an idea still in the development stages, but growing every day. The ultimate goal of this potential offshoot of the My Buddies LLC is to establish an atmosphere in which kids are not only tolerated, but are welcomed and celebrated. Thus, through the My Buddies Kids program, we will offer healthy and unique items on the kids menu, fun birthday souvenirs and activities for kids, kid-friendly activities and games in the restaurant itself. Beyond this, however, is the idea to actually incorporate kids into the planning of such food offerings and activities, to allow them input on the design and maintenance of a My Buddies Kids website, and, for some of the older kids, to give them an opportunity to experience firsthand what it takes to be a successful businessperson and a good community-based citizen.

Parents introduced to this idea are already ecstatic about its possibilities. This concept will start simply with focus and attention on a delicious and healthy kid’s menu. Most establishments have very similar kids menu, and quite frankly, are boring and uninteresting. We have a large amount of ideas, which unfortunately we cannot disclose here due to the importance of trade secrets. These ideas will focus on the quality and health content of the food served to children, as well as focusing on specialty menu items suggested by kids. We also intend to have a number of options for children’s birthday parties. Animart is going to assist us in implementing this plan however we cannot speak in depth on this promotion due to concerns of others implementing this idea before we have the chance to.

Upon opening, we will be designing a website directed at children which will promote education, volunteering, learning, helping others among other values My Buddies believes in. This website will be designed conceptually by My Buddies Marketing, however the main input will come from Jason’s daughter, and HR Director Peggy Nowicki’s children and finalized by Dale Wells.

Lastly, the most important niche My Buddies has is simply the people involved. We have built a team of followers and employees of varied backgrounds, professions, age, race, and gender and all involved are fully capable of carrying on a conversation and having a laugh with anyone who walks through the door. Personality, friendliness, and professionalism are all keys to our success. .

9. Marketing & Promotion

The name “My Buddies” was specifically chosen for the wide array of marketing ideas that come with it and the atmosphere we intend to create. We plan to run the establishment in a manner that promotes a welcome feeling to everyone while encouraging ideas from our patrons. Again, our aim is to promote a sense of ownership in our clientele, as this will ultimately lead to loyalty.

Joseph Johnson and Jason wells are co-founders of My Buddies Marketing which will be formed as a third party company. As directors of this company, Jason and Joseph will be promoting businesses throughout the State of Wisconsin and beyond. My Buddies Marketing will have some input on the marketing strategy with the business at 4325 Lien Rd., however Dale Wells will have the final approval on any actions taken by My Buddies Marketing regarding My Buddies LLC’s business.

While Jason may be employed occasionally as a fill-in and general laborer, Joseph will not be employed directly by My Buddies LLC and will have no authority over any employees whatsoever. Joseph will not be bartending at any point, as his only involvement will be in designing and implementing marketing strategies.

The focus of our marketing will be focused on My Buddies Food. This is the most difficult part of this business and we intend to utilize every single option available to get the word out on our amazing menu and specials. Through promotions like Neighborhood of the Week, and Business of the Week, we hope everyone in the area at some point will have been through our doors, like the food, and will make My Buddies their “go to” establishment for lunch, and dinner.

We are currently researching our best supplemental advertising forums and deciding on which exact approaches we will take. However, as an example, we are working with Livingsocial.com, Groupon, Scrip, Charter Communications, Lamar Outdoor Advertising, and Midwest Family Broadcasting. We are exploring which methods are cost effective and necessary.

Liquor promotions will be few and far between and will primarily consist of onsite advertising regarding daily specials, happy hour specials, etc. On a daily/weekly basis the emphasis will be placed on the restaurant side of this operation.

We are working with a number of artists to create a logo for My Buddies. The logo on the cover is our current version. The idea is to promote fun and friendship. The faces are left blank intentionally to imply that we are open to anyone and everyone. We have a number of relationships with local printers and clothes manufacturers for business cards, flyers, menus, and additional merchandise.

The initial drive of our promoting will be generated through word of mouth and radio/tv advertising. The re-opening of this establishment is certain to generate a large and healthy buzz throughout the entire Madison area. Along with the hundreds of potential customers with whom we have already established ourselves, we are meeting and recruiting new neighborhood residents, business associates, and friends on a daily basis. The

The points listed above are the primary marketing plans we intend to implement immediately upon opening the doors. However, this is by no means a total representation of what our team is capable of. There are an incredible number of small promotions, ideas, games, contests, and other interest-gaining opportunities we are prepared to implement, and the list continues to grow daily.

10. Conclusion

All things considered, this business will primarily be a family restaurant with a sports bar feel. We intend to utilize this business as an option for families in the area to try different styles of cooking, allow their children to be appreciated and celebrated, and to give the community a forum to generate funds and awareness for their cause. We cannot wait to get started with this business and we thank you for your time in reading this business plan and considering My Buddies LLC and Dale Wells for a license.