

BEFORE THE  
DIVISION OF SECURITIES  
DEPARTMENT OF FINANCIAL INSTITUTIONS  
STATE OF WISCONSIN

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In the Matter of  
LAWRENCE J. BLOMBERG,  
and LEMON STOP ASSOCIATES, INC.,  
d/b/a LEMON STOP, INC.,

PETITION FOR ORDER  
(SUMMARY)

Respondents.

File No. S-04206(FX)

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The staff of the Bureau of Registration and Enforcement of The Division of Securities, Department of Financial Institutions, State of Wisconsin has conducted an investigation in this matter pursuant to sec. 551.56, Wis. Stats., and as a result thereof alleges as follows:

1. Lawrence J. Blomberg ("Blomberg") is an individual, with a last known address of 113 Nautilus Drive, Madison, Wisconsin 53705.
2. Lemon Stop Associates, Inc., a/k/a Lemon Stop, Inc. ("Lemon Stop") is a Wisconsin corporation, with a last known address of 113 Nautilus Drive, Madison, Wisconsin 53705.
3. Upon information and belief, at all times material hereto, Blomberg has been President of Lemon Stop.
4. Upon information and belief, on September 21, 2002, Blomberg and another person, on behalf of Lemon Stop, sold a person in Dane County, Wisconsin a "business opportunity" in Lemon Stop.
5. Upon information and belief, the person in Wisconsin signed an Area Director Application ("Application") that stated he would be the Dane County Director for Lemon Stop. The Area Fee was stated as \$30,000 on the application, with \$14,000 cash paid by the Wisconsin resident to Levinson at the time of the meeting on September 21, 2002. The Application further stated that the person in Wisconsin would pay the remaining \$16,000 by way of a 40% hold back of all station fees and commissions earned by him as Area Director of Lemon Stop until said \$16,000 is paid off with an 18-month limit.
6. Upon information and belief, the Application stated that the person in Wisconsin would receive \$500 for each inspection station opened and as well the person would be paid a 20% commission on all Lemon Stop and Ahh! Fresh products sold in Dane County, Wisconsin.
7. Upon information and belief, the person in Wisconsin was to sign an Independent Contractor Agreement ("Agreement") within one week of the date of the application.
8. Upon information and belief, Blomberg gave the person in Wisconsin a document entitled "County Director Profit Picture" which stated the County Director would have the potential to earn \$50,688.00 a year from opening Lemon Aid Stations in Dane County.

