

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

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In the Matter of

PETITION FOR CONSENT ORDER

EXTREME FRANCHISE  
CORPORATION, and  
JAMES E. MEYER,

File No. S-217437(EX)

Respondents.

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The staff of the Bureaus of Enforcement and Professional Registration and Compliance of the Division of Securities, Department of Financial Institutions, State of Wisconsin have conducted an investigation in this matter pursuant to Wis. Stat. § 553.55, and as a result thereof alleges as follows:

1. Extreme Franchise Corporation ("EFC") is a Wisconsin corporation organized on May 23, 2003 and administratively dissolved on November 6, 2013, with a last known business address of 433 Grand Canyon Drive, Suite 204, Madison, Wisconsin 53719.
2. James E. Meyer ("Meyer") is a resident of Wisconsin, who at all times material hereto was an owner, officer, or controlling person of EFC.
3. On March 29, 2010, Michael Walker ("Walker") and Maria Buchanan ("Buchanan"), both residents of Wisconsin, purchased from EFC and Meyer a Pizza Extreme franchise at 1207 N. Sherman Ave ("the franchise"). Meyer had previously approached them about buying the franchise, which EFC was managing after its abandonment by the previous franchisee, Brian Rawson ("Rawson") of BJR Wisconsin Incorporated ("BJR"), and provided financial performance information on the franchise to Walker and Buchanan.
4. Prior to the sale, Buchanan and Walker requested, but did not receive, an offering circular containing material facts and information for the franchise, from EFC or Meyer.
5. According to the bill of sale prepared by Summit Credit Union ("Summit"), Walker and Buchanan purchased only the physical assets on site at 1207 N. Sherman Avenue from Summit on April 16, 2010, which had been foreclosed on from Rawson and BJR.
6. EFC and Meyer granted Walker and Buchanan the right to engage in the business of offering, selling or distributing goods or services under a marketing plan or system prescribed in substantial part by the offeror; the operation of the business was in association with a trademark, service mark, trade name, logotype, advertising or other commercial symbol; and there was a required payment of a fee in connection with the use of the trademark.
7. EFC has not been registered with the Wisconsin Department of Financial Institutions to sell franchises in Wisconsin since September 29, 2009.
8. The sale of the franchise at 1207 Sherman Avenue from EFC to Walker and Meyer was not a transaction exempted from registration under Wis. Stat. § 553.23

9. EFC and Meyer violated Wis. Stat. § 553.21, which states that no person may sell in Wisconsin any franchise unless the franchise has been registered under this chapter or is exempted under Wis. Stats. §§ 553.23, 553.235 or 553.25.
10. EFC and Meyer violated Wis. Stat. § 553.27(4) by selling a franchise in Wisconsin without providing a copy of an offering circular to the prospective franchisee within at least ten business days prior to the execution by the prospective franchisee of any binding franchise or other agreement, or at least ten business days prior to the receipt of any consideration, whichever first occurs.

Therefore, the staff of the Bureau of Enforcement and Professional Registration and Compliance petition the Administrator of the Division of Securities to issue the attached Order pursuant to Wis. Stats. Ch. 553.

Dated this 4 day of March, 2015.



Lindsay M. Fedler,  
Securities Examiner  
Bureau of Professional Registration &  
Compliance



Andrew J. Parrish  
Staff Attorney  
Bureau of Enforcement