



exaggerated claims about the profits one could make with their program, failed to properly register as a business opportunity, and otherwise failed to comply with the requirements of the Business Opportunity Act. Defendants also instructed their vendors to represent that the money placed in the dispensers would be used for the charitable purpose of locating missing children when, in fact, all of money from the sale of candy went to the individual vendors and all of money from the sale of the dispensers went to defendants. Defendants' activity constituted charitable solicitations, but defendants failed to obtain a license to solicit donations or otherwise comply with the requirements of the Charitable Solicitations Act.

#### PARTIES

3. Plaintiff is the State of North Carolina, by and through its Attorney General, Roy Cooper, pursuant to the authority granted by Chapters 75, 114, and 131F of the North Carolina General Statutes.

4. Defendant Marilyn Broerman is an individual residing at 8031 Nathanael Greene Lane, Apartment L, Charlotte, North Carolina 28227. Defendant Broerman owned, managed and operated Creative Marketing Solutions and The Beacon Project, located at 222 North Sharon Amity Road, #200, Charlotte, N.C. 28211, and, upon information and belief, Universal Placement Services, located at 338 Sharon Amity Road, #114, Charlotte, N.C. 28211.

5. Defendants Creative Marketing Solutions, The Beacon Project, and Universal Placement Services were the names used by defendant Broerman to engage in the sale of candy vending opportunities to individuals. Upon information and belief, none of these entities was ever incorporated or registered to do business in any state. Creative Marketing Solutions was the name

used to refer to the sale of plastic countertop candy dispensers to individuals seeking to become candy vendors. The Beacon Project was the term used to describe the practice of placing photographs of missing children on the front and sides of those candy dispensers and implying that the money placed in the dispensers would be used to help locate missing children. Universal Placement Services was the name used to offer vendors assistance in researching locations and placing dispensers in local businesses for a fee.

### FACTUAL ALLEGATIONS

6. Beginning in at least 2007, defendants were engaged in the sale of plastic candy dispensers to individuals for the purpose of enabling them to start a candy vending business. These individual vendors would pay defendants between \$8,000 and \$50,000 depending on the number of plastic dispensers they wished to purchase. Vendors would then fill the dispensers with inexpensive candy and place them near cash registers in restaurants, dry cleaners, and other retail locations. The dispensers encouraged customers to drop in coins or money and retrieve the candy. Defendants provided their vendors with an “Operations and Training Manual” which instructed them on how to obtain and maintain profitable locations, suggested location possibilities, provided sample scripts for requesting to place a unit in a new location, and provided forms for record-keeping and tips for marketing and selling the candy. (Exhibit A)

7. Universal Placement Services offered to assist vendors with the placement of their dispensers in retail locations for an additional fee. (Exhibit B) Although Creative Marketing Solutions represented to vendors that Universal Placement Services was an independent locator

(Exhibit C), upon information and belief, Universal Placement Services was in fact part of the same operation.

*Business Opportunity Representations*

8. Defendants represented to prospective vendors that with their one-time purchase they could earn large amounts of money working part time. Defendants' claims include the following statements:

- a. "Make \$3,000 a week cash forever!" (Exhibit D)
- b. "Make Cash Daily. It's all about the numbers. Even if your least productive account does only \$1 per day, you will pocket \$10,000 per month cash. Do the math." (Exhibit D)
- c. "Make a One Time Investment. Invest less than \$40,000 (one time) and be willing to work 15 hours/wk." (Exhibit D)
- d. "If you are looking for a legitimate home-based business with a proven track record, then Creative Marketing Solutions has the answer. . . We will put you in charge of your own home-based business making as much as \$3,000 per week or more working part time.\* (\*Minimum Investment Required)" (Exhibit D)
- e. "With this business, you can start with a minimal investment and build it into a fortune." (Exhibit E)

f. “Because the investment is so low for each of our vendors and the net profit so high, a distributor can reinvest profits into new vendors and grow rapidly into a full-time business.” (Exhibit E)

9. Upon information and belief, defendants’ earnings claims were exaggerated and not supported by any evidence that any purchaser of defendants’ opportunity ever made the amounts claimed.

10. By soliciting purchasers of their products for the purpose of enabling the purchaser to start a business and representing that they would provide (1) locations or assistance in finding locations for the dispensers, and (2) a sales program or marketing program enabling the purchaser to derive income exceeding the price paid, defendants’ operation met the definition of a “business opportunity” as defined by N.C. Gen. Stat. § 66-94(1) and (4).

11. At no time during defendants’ operation were they registered as a Business Opportunity seller pursuant to N.C. Gen. Stat. § 66-94 *et seq.* Defendants failed to comply with all requirements of that Act, including but not limited to providing purchasers with the required disclosure statement and with data substantiating earnings claims.

*Fraudulent Solicitation of Charitable Donations*

12. Defendants were also engaged in the fraudulent solicitation of charitable donations in violation of N.C. Gen. Stat. § 131F. Defendants instructed their vendors to lead retail locations and candy purchasers to believe that the money placed in the dispensers would be used for the charitable purpose of helping locate missing children when such was not the case.

13. Defendants instructed their vendors to cover the dispensers with pictures of missing children taken from the website of the National Center for Missing and Exploited Children (“NCMEC”). Sometimes defendants provided these stickers for their vendors and, upon information and belief, other times the vendors themselves printed the pictures from the NCMEC website and affixed them to the dispensers.

14. In a letter to new purchasers of the vending opportunity, defendants instructed the vendors to “[r]emember to prominently display the THE BEACON PROJECT sticker of a missing child on the front of the unit.” (Exhibit A, page 3) In a sample script defendants provided the vendors, defendants suggested they say the following to the owner of the retail establishment where they wished to place their units:

Please help me support THE BEACON PROJECT by donating a small space on your counter TO HELP FIND MISSING CHILDREN. Our plan does not require you to pay any money . . . simply donate space!

....

- . . . . You will benefit a very worthwhile PUBLIC SERVICE, as will your patrons and employees. It creates goodwill toward your business with absolutely no cost to you, while HELPING TO FIND MISSING CHILDREN.

(Exhibit A, page 5) (emphasis in original). Defendants also provided sample “Location Agreements” for the vendors to enter into with the retail establishments which said “It is understood that the Vendor provides information about MISSING CHILDREN AS A PUBLIC SERVICE. A donated space is the only obligation expected from the Location.” (Exhibit A, page 6) (emphasis in original)

15. A statement on the website [www.thebeaconproject.com](http://www.thebeaconproject.com) (now expired), described The

Beacon Project as follows:

The Beacon Project represents a grass roots effort dedicated to helping families find their missing children. This project is a vital component in the recovery efforts of missing children across our country and we are committed to spreading the word in every way possible!

This program is supported entirely by volunteers, does NOT profit from its efforts, asks only for help in covering the costs of printing and mailing our materials.

(Exhibit F) (emphasis in original)

16. When describing the types of locations vendors should approach for placement of their units, defendants stated: “There are no limits regarding the infinite types of locations suitable for placement of a **charity** vendor.” (Exhibit G) (emphasis added)

17. No portion of the funds generated from the sale of candies in vending units was utilized for the purpose of locating missing children, but were instead generated for the sole profit of the individual vendor who had purchased the dispensers from defendants.

18. Upon information and belief, other than occasionally printing stickers with pictures of missing children for purchasers of their vending units to place on the dispensers, no portion of the funds generated from defendants’ sale of vending units was used to aid in the location of missing children or donated to any organization attempting to locate missing children, including NCMEC.

19. Defendants sometimes provided their vendors with a letter to be placed beside the dispenser stating in part:

This ability to display current photos of missing children has resulted in vast nationwide networking and the successful recovery of hundreds of children over the past five years! This additional exposure has been responsible for the recovery of over 60 children this year and counting! This program is a vital component in the recovery efforts of missing children across our country and we could not accomplish this incredible outreach without your support!

We work with many approved agencies, including The National Center for Missing and Exploited Children, to keep our files current. We do not profit from our efforts and any funds that we collect are used to offset the high costs we incur for color laser ink, postage, card stock, paper, printing and other supplies. We created this worthwhile resource as a result of personal tragedy for other families who may find themselves in a similar situation - in need of flyers and resources to help spread the word about their missing child. This program makes it possible for us to continue to supply AT No Charge to families in need the 1,000's of flyers, posters, and print items that we give each month to help this endeavor.

(Exhibit H)

20. At no time during defendants' operation did they have any relationship with NCMEC. The NCMEC disclaimed any such relationship in a letter to the North Carolina Secretary of State's Office. (Exhibit I) In a letter to the North Carolina Secretary of State's Office, defendants denied ever claiming they had a relationship with NCMEC. (Exhibit J)

21. Upon information and belief, the claim that The Beacon Project had "been responsible for the recovery of over 60 children this year" was false.

22. Defendants' numerous representations that The Beacon Project helped locate missing children falsely suggested that the proceeds from the sale of candy, the sale of vending units, or both, would be used for a charitable purpose. Such representations constituted charitable solicitations as defined by N.C. Gen. Stat. §§ 131F-2(2) and (18).

23. At no time during defendants' operation were they licensed to solicit donations by the North Carolina Secretary of State's Charitable Solicitations Division.

24. At no time during defendants' operation were they registered as a nonprofit corporation in any state or as a tax-exempt organization with the North Carolina Department of Revenue or the Internal Revenue Service. (See Exhibit J)

25. The Charitable Solicitations Division of the N.C. Secretary of State's Office issued an Administrative Order on December 11, 2009 assessing a penalty against defendant Broerman and ordering her to cease and desist the solicitation of charitable donations.

FIRST CLAIM FOR RELIEF:  
VIOLATIONS OF THE BUSINESS OPPORTUNITY SALES ACT

26. Plaintiff realleges and incorporates herein the allegations in Paragraphs 1 through 25.

27. Defendants' operation meets the definition of a business opportunity under N.C. Gen. Stat. § 66-94(1) and (4). Defendants sell products and services for the purpose of enabling the purchaser to start a candy vending business. Further:

- a. Under the name Universal Placement Services, defendants provide locations or assist the purchaser in finding locations for the use or operation of candy vending units.
- b. Under the names Creative Marketing Solutions and The Beacon Project, defendants represent to the purchaser that they will provide a sales or marketing program and represent that this sales or marketing program will enable the purchaser to derive income from the business opportunity which exceeds the price paid for the business opportunity.

- e. Consumers pay more than two hundred dollars for defendants' products and services.
  - f. Defendants' operation does not meet any exception or exemption to the Business Opportunity Sales Act.
28. Defendants fail to provide consumers the disclosure statement and forty-eight hour waiting period required by N.C. Gen. Stat. § 66-95.
29. Defendants have failed to file with the Secretary of State two copies of the disclosure statement and have failed to pay the fee of \$250.00 required by N.C. Gen. Stat. § 66-97(a). Defendants have also failed to file an irrevocable consent appointing the Secretary of State their agent to receive service of process, as required by N.C. Gen. Stat. § 66-97(b).
30. Although defendants represent that the business opportunity provides income or earning potential, they have not provided consumers data substantiating the claims of income or earning potential pursuant to N.C. Gen. Stat. § 66-98(1).
31. The contracts signed by purchasers of defendants' products and services do not meet the requirements of N.C. Gen. Stat. § 66-99, including a full and detailed description of the acts or services that the seller undertakes to perform for the purchaser and the name and address of defendants' registered agent in North Carolina authorized to receive service of process.
32. Pursuant to N.C. Gen. Stat. § 66-100(c), the superior court has jurisdiction to enjoin defendants from further violations of the Business Opportunity Sales Act.
33. Pursuant to N.C. Gen. Stat. § 66-100(e), violations of the Business Opportunity Sales Act constitute a per se unfair and deceptive practice under N.C. Gen. Stat. § 75-1.1.

SECOND CLAIM FOR RELIEF:  
VIOLATIONS OF THE CHARITABLE SOLICITATIONS ACT

34. Plaintiff realleges and incorporates herein the allegations in Paragraphs 1 through 33.

35. Pursuant to N.C. Gen. Stat. § 131F-24(a), the Attorney General may bring a civil action in superior court to enforce the provisions of Chapter 131F, the Charitable Solicitations Act.

36. Defendants' operation fell within the purview of the Charitable Solicitations Act:

- a. "Charitable" is defined as "for a benevolent purpose, including environmental, health, educational, humane, patriotic, scientific, artistic, social welfare, and civic." N.C.G.S. § 131F-2(2). Assisting in the recovery of missing children is clearly a benevolent purpose.
- b. Under N.C.G.S. § 131F-2(16), "person" includes "any individual, organization, trust, foundation, association, group, entity, partnership, corporation, society, or any combination of these acting as a unit."
- c. Under N.C.G.S. § 131F-2(3), any "person" as defined above who "holds himself out to be established for a charitable or civic purpose; or . . . who employs a charitable or civic appeal as the basis of a solicitation, or employs an appeal that suggests there is a charitable or civic purpose for the appeal" is considered to be a "Charitable Organization" and is subject to the requirements of the Charitable Solicitations Act. Defendants held themselves out as being established for the charitable purpose of helping locate missing children.

- d. Under N.C.G.S. § 131F-2(18), “[s]olicitation’ means a request, directly or indirectly, for money, property, financial assistance, or any other thing of value on the plea or representation that it will be used for a charitable or sponsor purpose or will benefit a charitable organization or sponsor.” A solicitation may include an “oral or written request” and may occur by “[s]elling or offering or attempting to sell any good, service, chance, right, or anything of value to benefit a charitable organization or sponsor.”

37. At no time during defendants’ operation were they licensed to solicit donations by the North Carolina Secretary of State’s Charitable Solicitations Division, in violation of N.C.G.S. § 131F-5. Defendants did not have an exemption from licensure pursuant to any of the provisions of N.C.G.S. § 131F-3.

38. Under N.C.G.S. § 131F-20(5) it is unlawful for any person to “[m]ake misrepresentations or misleading statements to the effect that any other person sponsors or endorses the solicitation, approved of its purpose, or is connected therewith, when that person has not given written consent to the use of that person’s name.” Defendants’ representations that they “work[ed] with” the National Center for Missing and Exploited Children violated this provision.

39. Under N.C.G.S. § 131F-20(9), it is unlawful for any person to “[m]isrepresent or mislead anyone by any manner, means, practice, or device to believe that the person on whose behalf the solicitation or sale is being conducted is a charitable organization or sponsor, or that any of the proceeds of the solicitation or sale will be used for charitable or sponsor purposes.” In order to make a profit, defendants intentionally misled businesses, consumers, and even sometimes their vendors

to believe that the money from the sale of candy dispensers, the sale of candy, or both would be used for a charitable purpose.

THIRD CLAIM FOR RELIEF:  
UNFAIR AND DECEPTIVE PRACTICES

40. Plaintiff realleges and incorporates herein the allegations in Paragraphs 1 through 39.

41. Defendants' business practices were at all relevant times affecting commerce in North Carolina.

42. In the course of such business practices, defendants engaged in unfair and deceptive acts in violation of N.C.G.S. § 75-1.1. These unfair and deceptive acts include, but are not limited to:

- a. Making exaggerated earnings claims for the purpose of inducing individuals to purchase a candy vending business opportunity;
- b. Failing to comply with the Business Opportunity Sales Act;
- c. Soliciting funds by falsely claiming to utilize such funds for a charitable purpose, when no such charitable purpose existed;
- d. Claiming to have a partnership, special relationship, or affiliation with the National Association for Missing and Exploited Children, when no such relationship existed;  
and
- e. Making false representations about past success stories of locating missing children.

43. Pursuant to N.C.G.S. 75-15.2, the Attorney General is authorized to seek and obtain civil penalties for each and every knowing violation of a statute, including but not limited to N.C.G.S. § 75-1.1.

44. Pursuant to N.C.G.S. 75-16.1, the Attorney General is authorized to seek and obtain a reasonable attorney fee for the prosecution of this action.

PRAYER FOR RELIEF

1. That, pursuant to N.C.G.S. § 75-14, a permanent injunction be entered upon final adjudication of this case to prevent defendants and their officers, agents, employees, successors, and assigns from resuming any unfair and deceptive practices;

2. That defendants be required to pay civil penalties to the State in the amount of \$5,000.00 per violation of the Unfair and Deceptive Trade Practices Act, pursuant to N.C.G. S. § 75-15.2;

3. That defendants be required to pay civil penalties to the State in the amount of \$10,000 per violation of the Charitable Solicitations Act, pursuant to N.C.G.D. § 131F-24(a).

4. That defendants be required to disgorge the profits they collected as a result of their unfair and deceptive practices and other violations of law described above;

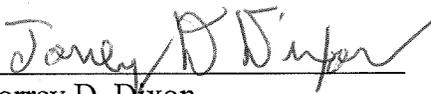
5. That defendants be required to provide appropriate consumer restitution pursuant to N.C.G.S. 75-15.1;

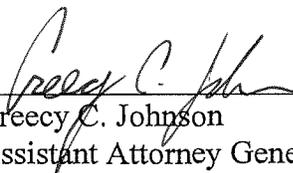
6. That costs and reasonable attorneys' fees be awarded the Attorney General pursuant to § 75-15.2; and

7. That the Court award such other and further relief as may be just and proper.

Respectfully submitted this the 28<sup>th</sup> day of February, 2011.

ROY COOPER  
Attorney General

  
\_\_\_\_\_  
Torrey D. Dixon  
Assistant Attorney General

  
\_\_\_\_\_  
Creecy C. Johnson  
Assistant Attorney General

N.C. Department of Justice  
Consumer Protection Division  
P.O. Box 629  
Raleigh, NC 27602  
Phone: (919) 716-6000  
Fax: (919) 716-6050  
tdixon@ncdoj.gov  
ccjohnson@ncdoj.gov

CERTIFICATE OF SERVICE

This is to certify that the undersigned has this date served the foregoing COMPLAINT upon all parties to this cause by depositing a copy of the same with Federal Express pursuant to N.C. Gen. Stat. 1A-1 Rule 4(j)(1)(d) and (j)(8)(d) and addressed to:

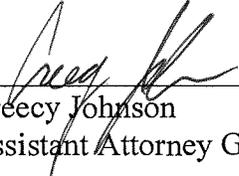
Marilyn Broerman  
8031 Nathanael Greene Ln. Apt. L  
Charlotte, N.C. 28227

The Beacon Project  
222 North Sharon Amity Road #200  
Charlotte, N.C. 28211

Creative Marketing Solutions  
222 North Sharon Amity Road #200  
Charlotte, N.C. 28211

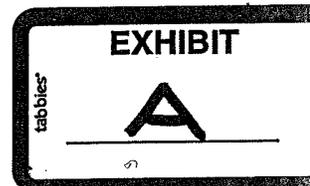
Universal Placement Services  
338 Sharon Amity Road, #114  
Charlotte, N.C. 28211

This the 28<sup>th</sup> day of February, 2011.

  
\_\_\_\_\_  
Creecy Johnson  
Assistant Attorney General

**OPERATIONS  
&  
TRAINING  
MANUAL**

**CREATIVE MARKETING SOLUTIONS  
222 NORTH SHARON AMITY ROAD  
SUITE # 200  
CHARLOTTE, NC 28211  
888-814-4515  
704-364-1717 FAX**



# **OPERATIONS & TRAINING MANUAL**

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*Please feel free to use all or part of the items provided for in this manual.  
If you are unable to reproduce them on your own, notify this office and we will be glad to assist you !*

## CONGRATULATIONS !

Welcome to the world of bulk vending! You are now a part of one of the largest and fastest growing businesses in the world. As with any venture, your time, personal effort and devotion are all necessary to make it successful and profitable. Since you have purchased these candy vending units, we know that you are committed to giving that necessary time and devotion to achieve great success!

Our team of qualified personnel is interested in assisting you with your new vending business. You have affiliated yourself with a most worthwhile public service, **THE BEACON PROJECT**, and we will make every effort to insure your continued success.

The material in this manual is intended to help answer some basic questions that you may have and to provide suggestions and examples to help you establish and service your vending route. *One word of caution, however: city, state, municipal and government agencies have many varying tax rules, regulations, laws, etc., that may apply to your business. We suggest you check with an attorney and/or accountant for the proper guidance on such matters.*

✓ You will find a rebate check enclosed with this material. This check represents a credit of \$8.00 per unit (purchased) and will help to pay for your first fill of candy and your first year's membership with a local wholesale club. The average cost to fill these vendors is only \$7.00. *In buying locally, only as necessary, you will be assured of using only the freshest product!* While we recommend using a chocolate covered mint along with another pre-packaged candy, you are free to choose the fill of your choice.

✓ Check your shipment carefully to assure that you have been sent the correct number of units and promotional materials. Report any shipping damages or problems you encounter immediately. Call us if you have **ANY** questions!

✓ *Remember to prominently display the **THE BEACON PROJECT** sticker of a missing child on the front of the unit.*

We know that you will be successful in this business; we look forward to working with you every step of the way! Your success contributes to the success of **THE BEACON PROJECT** and on their behalf, we welcome you aboard!

Sincerely Yours,

CREATIVE MARKETING SOLUTIONS

# HOW TO OBTAIN AND MAINTAIN PROFITABLE LOCATIONS

Although paid locators can provide an excellent source for location placement, we believe that you should learn to locate and place your own equipment, as well. Acquainting yourself from the start with your new clients (the business location owners or managers) provides you with the opportunity to establish a personal rapport with the business location, assists you in better understanding your route location and provides you with invaluable business experience. These are a few of our suggestions to assist you:

With each potential location, remember that you are a business owner. Your appearance is very important. You will only get one first impression. Always be neat, clean and professional. A simple, honest approach is always best.

Become familiar with a basic locating script for use in your initial approach of the business owner/manager. Make sure you are comfortable with it and it fits your personality. A positive personality and a friendly attitude will often make the difference in gaining or losing an account. Do not fret if a prospective business turns you down or even when an existing account backs out. Look at it as being their loss and move on to the next one! And there will always be "the next one"...

When approaching a new business, find out first who has the authority to say yes or no to your offer. Never expect someone without that authority to explain the program for you to someone else. If you are unable to speak with management at that time, simply leave your name and telephone number and call on them later.

When explaining your program, have a picture of the **BEACON P.O.P. VENDOR** or even an actual unit with you for reference. Deliver your pitch with confidence and sincerity. Point out the benefits to the location and your commitment to maintain it properly. Emphasize your use of popular name brand products and that there is no cost to them. Stress that by being local, you will be able to give them the best service and you are only a phone call away if you are needed sooner than you are scheduled.

Always be on the lookout for new locations. As you track the success of each location, begin to determine which locations are indeed profitable and which are not. As long as a location is productive, leave it on site. This contributes to your sales average. As your list of profitable locations becomes longer, increase the size of your route. You can always order more **BEACON P.O.P. UNITS!** As you fine tune your route, it may become necessary to replace some of your locations. Don't automatically relocate a unit just because sales are lower than you'd like. First, try changing the product and/or moving it to another location within that location. If it still proves to be unprofitable, remove it only if you have another place to put it!

# LOCATION POSSIBILITIES...

AIRPORTS  
ARENAS  
BANKS  
BARBER SHOPS  
BINGO HALLS  
BUSINESSES  
CAMPGROUNDS  
CONSIGNMENT SHOPS  
DORMS  
HARDWARE  
HOTELS  
INSPECTION STATIONS  
MALLS  
PATIO BARS  
PHARMACIES  
RADIO & TV STATIONS  
RETAIL BUSINESSES  
SCHOOLS  
SHOOTING RANGES  
SKATING RINKS  
SNACK BARS  
TRUCK STOPS  
WAITING ROOMS  
ETC

AMERICAN LEGION  
ATTORNEY'S OFFICES  
RESTAURANTS  
PARKS  
BILLIARD PARLORS  
BUS OR TRAIN STATIONS  
COLLEGE CAMPUSES  
TATTOO PARLORS  
CIVIC ORGANIZATIONS  
MOTORCYCLE DEALERS  
MOTELS  
TIRE REPAIR  
LODGES  
POLICE STATIONS  
CAR WASHES  
RACQUETBALL CLUBS  
BOOK STORES  
MARINAS  
SKI SHOPS  
ROD & GUN CLUBS  
SPAS  
UTILITY COMPANIES  
WESTERN UNION OFFICES  
ETC

AMUSEMENT PARKS  
AUTO REPAIR SHOPS  
BARS  
PIERS  
BOUTIQUES  
CAFES  
CAR RENTAL AGENCIES  
GOLF COURSES  
OFFICES  
SPORTING GOODS  
BEAUTY SHOPS  
INSURANCE AGENCIES  
MOVIE THEATERS  
PRIVATE CLUBS  
PIZZA PLACES  
REAL ESTATE OFFICES  
PET STORE  
GIFT SHOPS  
TOURIST ATTRACTIONS  
SANDWICH SHOPS  
STABLES  
VFW's  
YMCA / YWCA  
ETC

APARTMENT COMPLEXES  
BALL PARKS  
LUBE CENTERS  
KITE SHOPS  
BOWLING ALLEYS  
COFFEE SHOPS  
COUNTRY CLUBS  
SERVICE STATIONS  
INDUSTRIAL PLANTS  
HEALTH CLUBS  
TANNING SALONS  
MOTOR VEHICLE DEALERS  
NIGHTCLUBS  
RACETRACKS  
AUTO PARTS  
RETIREMENT CENTERS  
VIDEO TAPE RENTAL  
EQUIPMENT SUPPLY  
HOSPITALS  
SHOW ROOMS  
TEACHERS' LOUNGES  
VIDEO ARCADES  
EVERYWHERE !!!  
ETC

**...THE POSSIBILITIES ARE ENDLESS !!!**

## SAMPLE SCRIPT

\*BRING A FILLED UNIT WITH YOU. EACH TIME....

THIS WILL SAVE A RETURN TRIP AND ACTS AS AN EFFECTIVE TOOL !!!

GO IN CONFIDENT, POSITIVE, AND PROMOTING YOUR PRODUCT -

**IF YOU ARE NOT EXCITED, NEITHER WILL YOUR PROSPECTIVE LOCATION!!!**

Hello, my name is \_\_\_\_\_, and I need your help. Please help me support **THE BEACON PROJECT** by donating a small space on your counter **TO HELP FIND MISSING CHILDREN**. Our plan does not require you to pay any money...simply donate space! Let me explain ...

- You will benefit **THE BEACON PROJECT** with no cost to you! This unit provides a refreshing mint/candy to your customers and employees at a minimal cost.
  - It is attractive, compact, and completely self-sufficient...nothing can possibly malfunction! I will service and maintain it at no cost to you....even change candy selection if it becomes necessary!
  - It requires no electricity and is always kept clean and full!
  - It contains nationally recognized products.
  - This is completely an "everyone wins" situation! You will benefit a very worthwhile **PUBLIC SERVICE**, as will your patrons and employees. It creates goodwill toward your business with absolutely no cost to you, while **HELPING TO FIND MISSING CHILDREN**.
  - You don't have to keep it for any set period of time, and if you are ever not happy, I'll remove it!
- The only thing you have tell me is where to put it!...

Thank you so much for your support.....

*Sign-off and arrange to drop off / or / place at time of first meeting !!!  
(verify name, address, telephone number of location / contact person)*

**KEEP IT SHORT AND SIMPLE !!**

*(adjust to your comfort level)*

VENDOR:

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

*SAMPLE*

**LOCATION AGREEMENT**

Location Name: \_\_\_\_\_

Address : \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

The location named above agrees to donate a suitable space at the above address for the placement of:

**BEACON P.O.P. VENDOR**

It is mutually agreed that the above named product shall remain on site as long as is satisfactory to both parties; and, at any time this agreement may be terminated by either party.

The above named product shall remain the property of the Vendor named above; furthermore, the Vendor agrees to service, maintain, and repair this product in a prompt and professional manner.

It is understood that the Vendor provides information about **MISSING CHILDREN AS A PUBLIC SERVICE**. A donated space is the only obligation expected from the Location.

Special Notes: \_\_\_\_\_

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

Local Service Person / Vendor: \_\_\_\_\_ Date: \_\_\_\_\_

Location Authorized By: \_\_\_\_\_ Date: \_\_\_\_\_

## LOCATION SURVEY

Location Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Phone: \_\_\_\_\_  
Contact Person: \_\_\_\_\_

Does this location have any other vendors or bulk candy machines? \_\_\_\_\_

If YES, how many and what type? \_\_\_\_\_

Will these machines/honor boxes remain on site? \_\_\_\_\_

How many employees at the location? \_\_\_\_\_

How many days per week is the location open? \_\_\_\_\_

How many hours per day is the location open? \_\_\_\_\_

Where in the location will the CV-100 be placed? \_\_\_\_\_

How heavy is the foot traffic near the placement of the CV-100? \_\_\_\_\_

Who will have access to it? \_\_\_\_\_

Additional information / comments: \_\_\_\_\_

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

## LOCATION DESCRIPTION:

Retail \_\_\_\_\_ Office \_\_\_\_\_

Manufacturer \_\_\_\_\_ Urban \_\_\_\_\_

Suburban \_\_\_\_\_ Other \_\_\_\_\_

*Survey date* \_\_\_\_\_ *Done By* \_\_\_\_\_

## SERVICING YOUR ROUTE

The key to success with the **BEACON P.O.P.** is good service !!! The **BEACON P.O.P.** should be placed in an attended area, ideally beside the cash register! After placing the **BEACON P.O.P.**, check back regularly to see if the unit is performing to your desires and expectations. If not, ask the location if there are other product selections that he, his employees, or his patrons would rather have. You may also want to consider changing the physical location of the **BEACON P.O.P.** within the business, particularly if the unit is in an unattended or a low traffic area. If theft becomes a problem, remove the **BEACON P.O.P.** and replace that location, or relocate within the business. Always obtain the business owners permission to move the **BEACON P.O.P.** so that you can make the needed changes in both product or physical location.

For your initial fill of candy, we recommend a chocolate covered mint patty and another pre-packaged candy of your choice. Only fill each bin a little over half way with product. This accomplishes two things. First, there is less product to rotate or change out if that particular product does not sell well in that location. Second, partially filling the bins cuts down on the initial set-up expense and may also have a psychological effect on the perspective customer. A partially filled bin implies that purchases have been made and that the **BEACON P.O.P.** is being used regularly. For this reason, always begin with some change in the hopper. Never remove all of the money!

When emptying the change from the **BEACON P.O.P.**, we recommend that you do so quickly and inconspicuously. The coins should not be counted until after you have left the location. Coins can be placed into zip-lock bags and number coded for bookkeeping purposes.

## CLEANING YOUR BEACON P.O.P. VENDORS

There is a religious maxim stating that "cleanliness is next to godliness". We believe that "cleanliness is next to profits and success". Visit your **BEACON P.O.P.** charity vendors as often as possible to keep them clean and neat. Thoroughly wipe all dust, fingerprints and smears from the **BEACON P.O.P.**. Be sure to use only those cleaners approved by the USDA, FDA, EPA and/or other governmental agencies for use around food products.

At least twice each year, totally empty the **BEACON P.O.P.** and thoroughly clean the money hopper and candy bins. This can be done on location; however, we believe that the better approach is to remove and replace the **BEACON P.O.P.** with a clean, freshly stocked unit. This procedure is more professional and less likely to draw public attention to the cleaning process.

## **BUSINESS RECORDS**

This is a cash business and we recommend simplicity in whatever bookkeeping approach that you take. There are many options available to you for bookkeeping purposes. We suggest that you contact an accountant to assist you in setting up the system that is best for you and to advise you on possible deductions or expenses.

### **✓ VISITATION CHECKLIST ✓**

Complete the following items every time you visit a location:

1. Check candy levels and fill as needed (minimum 4")✓
2. Remove money (always leave a few coins in change hopper)✓
3. Clean exterior surfaces (interior, as needed)✓
4. Check MISSING CHILD STICKER (Replace as necessary)✓
5. Evaluate existing locations✓
6. Try to get NEW LOCATIONS✓

## REFERRAL PLAN

If you have a friend or a relative who would like to get involved with the vending business, please fill out their name, address, and phone number below. If you would like your name to NOT be mentioned, just check "confidential". CMS will send you (1) one **BEACON P.O.P. Vendor** for every (12) twelve sold from this list of your referrals. Please take the time to fill out and mail today !

YOUR NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

NAME	NAME
ADDRESS	ADDRESS
CITY	CITY
STATE	STATE
ZIP	ZIP
PHONE	PHONE
<i>CONFIDENTIAL</i>	<i>CONFIDENTIAL</i>

NAME	NAME
ADDRESS	ADDRESS
CITY	CITY
STATE	STATE
ZIP	ZIP
PHONE	PHONE
<i>CONFIDENTIAL</i>	<i>CONFIDENTIAL</i>

NAME	NAME
ADDRESS	ADDRESS
CITY	CITY
STATE	STATE
ZIP	ZIP
PHONE	PHONE
<i>CONFIDENTIAL</i>	<i>CONFIDENTIAL</i>



# UNIVERSAL PLACEMENT SERVICES

338 S. SHARON AMITY ROAD #114

CHARLOTTE, NC 28211

866-800-0566

UPLACEMENTS@AOL.COM

## POINT OF PURCHASE PLACEMENT AGREEMENT

Here are our terms and your guarantees regarding placement of your point of purchase product.

Payment in full has been received for \_\_\_\_\_ locations for the placement of your point of purchase products. Placements are provided through on-site visitation.

We unconditionally guarantee your satisfaction with your locations, or we will provide you with replacement locations at *NO COST TO YOU!* These replacements will be pre-qualified and supplied through telephone contact. You are responsible for personally contacting each appointment within 48 hours and notifying this office immediately upon visiting that location. Only accounts in good standing will be supplied additional locations.

In return, you agree to promote your own business and to service your accounts in a timely and professional manner.

Special Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
Customer

\_\_\_\_\_  
Date

\_\_\_\_\_  
U.P.S.

\_\_\_\_\_  
Date

Your signature is evidence that you understand these terms and guarantees.

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## **UNIVERSAL PLACEMENT SERVICES**

338 S. SHARON AMITY ROAD #114  
CHARLOTTE, NC 28211

**866-800-0566**

UPLACEMENTS@AOL.COM

# **100% GUARANTEE**

WE HAVE 18 YEARS OF EXPERIENCE  
IN SUCCESSFUL PRODUCT PLACEMENT.

YOUR SATISFACTION IS  
UNCONDITIONALLY GUARANTEED!

REPLACEMENTS ARE PROVIDED,  
WITH NO TIME LIMIT,  
**AT NO COST TO YOU!**

YOUR SUCCESS IS OUR #1 GOAL

# **CALL US TODAY!**

## **866-800-0566**

# Investment

## Own Your Own Business

One time investment of \$36,000\*

### Your Investment includes:

- 200 Beacon P.O.P. Units
- 200 guaranteed locations
- Locations provided by an independent, professional locator
- Complete route set-up, training and on-site placement
- Initial product fill
- Labels and promotional materials
- Operations & training manual
- On-going company support

\* Shipping charges are additional and are based upon U.P.S Ground Service from our factory to your destination.

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# CREATIVE MARKETING SOLUTIONS

## EQUIPMENT AND SUPPLIES ONLY PURCHASE ORDER

DATE \_\_\_\_\_, 20 \_\_\_\_\_

PURCHASER NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE HOME: \_\_\_\_\_ BUSINESS: \_\_\_\_\_

### PLEASE ENTER MY ORDER FOR:

QTY	DESCRIPTION	EACH	TOTAL
	P.O.P. BEACON UNITS	\$	\$
***	(INCLUDES PLACEMENTS / 1 <sup>ST</sup> CANDY FILL/ PRINTING	\$	\$
	& UPGRADING STICKERS OF MISSING CHILDREN)	\$	\$
		FREIGHT	\$
		SUB TOTAL	\$
		(AMOUNT REMITTED WITH ORDER)	\$
		BALANCE DUE PRIOR TO SHIPMENT	\$

THE TITLE TO ALL EQUIPMENT SHALL NOT PASS UNTIL THE TOTAL DUE IS PAID IN FULL. ORDERS MAY BE CANCELLED WITHIN THREE DAYS OF PURCHASE WITHOUT PENALTY AND PAYMENTS ARE FULLY REFUNDABLE DURING THAT PERIOD. UPON SHIPMENT OF EQUIPMENT, PAYMENTS ARE NOT REFUNDABLE. THE PLACEMENT OF THE EQUIPMENT IS UNDER SEPARATE AGREEMENT, THROUGH AN INDEPENDENT PLACEMENT SERVICE. THIS PURCHASE ORDER CONTAINS THE ENTIRE UNDERSTANDING OF THE AGREEMENT BETWEEN THE PARTIES. PURCHASER IS NOT GUARANTEED MINIMUM OR MAXIMUM EARNINGS; ANY ESTIMATES ARE BASED ON AVERAGES AND PURELY HYPOTHETICAL. EARNINGS ARE PRIMARILY DEPENDENT UPON THE TYPE OF SERVICE AND PROMOTION RENDERED BY THE PURCHASER.

ACCEPTED FOR C.M.S.

BY: \_\_\_\_\_

PURCHASER: \_\_\_\_\_

DATE: \_\_\_\_\_

PURCHASER: \_\_\_\_\_

222 North Sharon Amity Road #200

Charlotte, NC 28211

888-814-4515

cremarsol@aol.com

www.cmsolutionsnc.com



Hi-Impact, Point-of-Purchase Display Designs to make your retail marketing dreams come true!



222 N. Sharon Amity Rd. Charlotte, NC 28211 Phone: 1-888-814-4515 email: cremarsol@aol.com

Home

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Opportunities

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**Opportunities**

If you are looking for a legitimate home-based business with a proven track record, then Creative Marketing Solutions has the answer.

We've seen it all... We've done it all... We know what works! We will put you in charge of your own home-based business making as much as \$3,000 per week or more working part time.\*

To request your free information, fill out the form below. One of our marketing specialists will contact you to discuss this once in a lifetime opportunity. Act now to receive your free bonus!

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

How Soon Are you Looking to Start Your Business?:

- within 30 days
- within 60 days
- within 90 days
- within 6 months
- More than 6 months

How Much Money Can You Comfortably Invest?:

- \$10,000-\$20,000
- \$20,000-\$30,000
- More than \$30,000

*\*Minimum Investment Required*

**Perfect Timing!**

**Make \$3,000 a week cash forever!**

**Works Every Time!**

4 Things need to happen to make this to come true for you:

**1. Get your product delivered**

We will give you references & delivery guarantees

**2. Get your product in stores**

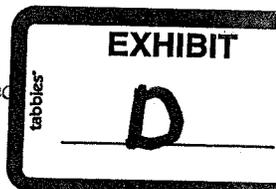
With over 80,000 units placed near the cash register in busy retail locations, our track record and placement guarantees speak for themselves.

**3. Make Cash Daily**

It's all about the numbers. Even if your least productive account does only \$1 per day, you will pocket \$10,000 per month cash. Do the math.

**4. Make A One Time Investment**

Invest less than \$40,000 (one time) and be willing to work 15 hours/wk..



# The Concept

## The Small Investor: A Wonderful Opportunity

A few coins may seem like a small amount of money, yet many of the largest fortunes in this country have been built on individual sales with profits of a penny, nickel, or dime!

The next time you watch someone drop coins into a vending machine, multiply that person by the millions of others in this country who do the same thing every day of the year. You will then begin to realize how much money these "silent salesman" collect for their owners. THESE salesmen are paid no salaries, hand in no expense reports, work at their jobs 24/7 and never ask for a holiday, sick day or vacation!

The operating of vending routes is no longer exclusive to large cities. The small investor has, in many cases, equal or better opportunities of making a greater profit. The small investor has the advantage of close, personal supervision and minimum operating cost by using his own home as an office.

You will find the operation of a vending route to be enjoyable and very profitable! Of course, you must give it the usual attention that you would give to any venture. With this business, you can start with a minimal investment and build it into a fortune. How far you go depends entirely upon your own desires and ambitions!

### Why Market This Vendor?

**High Net Profit:** Because of the high net profit on the product and the low investment on the vendor, there only needs to be a few quarters a day to realize the remarkable return.

**Hundreds, Even Thousands Of Locations:** There are hundreds, even thousands of locations available that will adequately support these vendors. More locations are created each week as new businesses open.

**Easy - No Cost Service Of Vendors:** Our vendors are designed to be "trouble free and service easy." You need only place the product into each compartment, collect the coins, and wipe down the outside of the vendor. You can service four vendors in one hour, including travel time.

**High Net Profit Per Hour Of Servicing:** You will service most of the vendors once or twice a month. One person can service many vendors in a month's time, thereby developing a very profitable business.

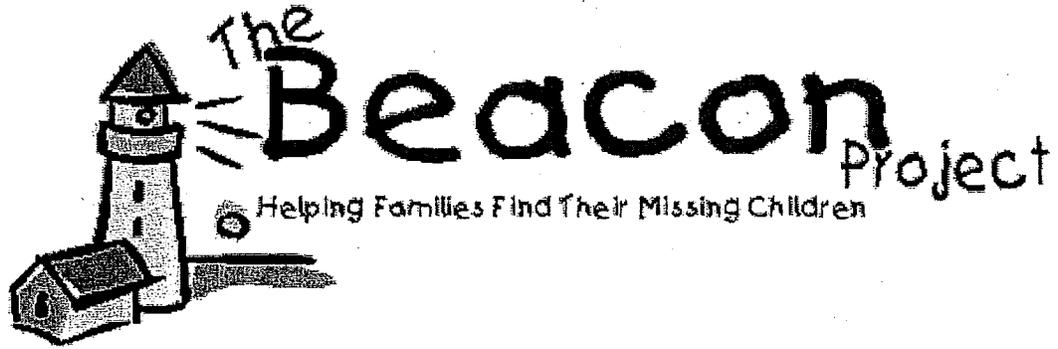
**No Trucks Or Extra Equipment Needed:** The vendors and product are small therefore when servicing can be transported in your car.

**This Business Is Self-Expanding:** Because the investment is so low for each of our vendors and the net profit so high, a distributor can reinvest profits into new vendors and grow rapidly into a full-time business.

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Code Amber Powered by GTX Corp -- Pri

## Home

The Beacon Project represents a grass roots effort dedicated to helping families find their missing children. This project is a vital component in the recovery efforts of missing children across our country and we are committed to spreading the word in every way possible!

This program is supported entirely by volunteers, does **NOT** profit from its efforts, asks only for help in covering the costs of printing and mailing our materials.

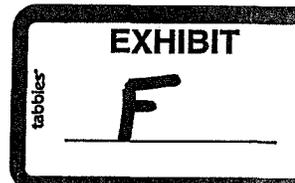
If we can assist you by providing free flyers or posters, please contact us right away

<b>Have you seen this missing child?</b>		
	PATRICK ALFORD	
	Missing From: BROOKLYN NY	
	Missing: Jan 22, 2010 Age: 8	
	Call 1-800-THE-LOST	
<b>Click on the photo for more information</b>		

**ANYONE HAVING INFORMATION SHOULD CALL 911 OR CONTACT Y  
LOCAL FBI IMMEDIATELY !**

877-365-KIDZ  
877-365-(5439)

704-362-5050



**[thebeaconproject@carolina.rr.com](mailto:thebeaconproject@carolina.rr.com)**

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## LOCATION TYPES

There are no limits regarding the infinite types of locations suitable for placement of a charity vendor. Any place that sells retail, any place that sells a personal or professional service, any place that people have to wait for any period of time - these are all things to consider when placing your boxes.

Make diversity your goal. In choosing a wide variety of types of locations, you are more likely to impact an entire area (as opposed to choosing only the same type of businesses each time). Experiment with categories and seasons, as the type of business or the time of year may affect attention to your boxes.

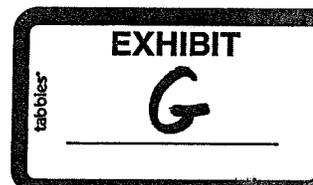
Some national chains have a corporate policy that does not allow programs like this one in their stores/offices and some locations may require "corporate approval". You can always make an extra phone call or send a letter - a little extra effort might just pay off!

Canvassing an area is a good way to keep your route-mileage tight and ensure that you are aware of all of the types of businesses within that area. Strip malls are wonderful stops because you are able to make one stop and visit/service many locations. Remember that the more you visit, the more you will place! Be prepared to visit at least twice as many locations as you need to find placements for.

Strip malls and independently owned businesses are your best bet! Indoor malls are usually off limits because of lease exclusions that do not allow programs like this one. You may, however, be able to phone individual businesses within an indoor mall to attempt placement.

## POSSIBLE OBJECTIONS

- *We've done it before and ...*
    - ...vendor didn't service it!*  
*Unfortunately, this happens periodically. All you can do is promise to come by on a regular basis and make certain that they have your telephone number for service.!*
    - ...people didn't pay for it OR ...people didn't eat it*  
*Use your best judgment. You can either give it another try or take their advice and move on!*
  - *No Space*  
*Sometimes space is really not available. If you think it is, however, give them your ideas for placement. They might disagree, but it never hurts to ask!*
  - *Kids get candy all over the place OR had trouble with bugs / ants*  
*There is no remedy for this one. You do not want to create that type of problem for any business!*
  - *NO !*  
*People will say no for any number of reasons. Even if you disagree or do not understand, thank them and move on! Remember, there are endless possibilities!*
- \*You cannot re-program someone's beliefs in 5 minutes. Some people will say NO even before you open your mouth. Don't get discouraged! Just go on to the next business ... Always keep your chin up with a smile on your face!**





July 1, 2009

Dear Friends of the Beacon Project,

On behalf of The Beacon Project, I would like to personally thank you for your ongoing support of our program! Through the generous support of our vendors and the unselfish placement of display units in local businesses across the United States, our efforts continue to make a difference. This ability to display current photos of missing children has resulted in vast nationwide networking and the successful recovery of hundreds of children over the past five years! This additional exposure has been responsible for the recovery of over 60 children this year and counting! This program is a vital component in the recovery efforts of missing children across our country and we could not accomplish this incredible outreach without your support!

We work with many approved agencies, including The National Center for Missing and Exploited Children, to keep our files current. We do not profit from our efforts and any funds that we collect are used to offset the high costs we incur for color laser ink, postage, card stock, paper, printing and other supplies. We created this worthwhile resource as a result of personal tragedy for other families who may find themselves in a similar situation - in need of flyers and resources to help spread the word about their missing child. This program makes it possible for us to continue to supply AT NO CHARGE to families in need the 1,000's of flyers, posters, and print items that we give each month to help in this endeavor.

We use every resource possible - our web site, mailers, email, flyers, posters, this wonderful outreach program, vendor networking, and even volunteering ourselves for physical search and recovery efforts - to spread the word on what continues to be a successful grass roots effort. We look forward to working with you as together we continue to help the fight for missing children!

Sincerely,

The Beacon Project

222 North Sharon Amity Road #200, Charlotte, NC 28211  
thebeaconproject@carolina.rr.com  
877-365-KIDZ  
www.thebeaconproject.com

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Charles B. Wang International  
Children's Building  
699 Prince Street  
Alexandria, VA 22314-3175  
U.S.A.

Telephone 703.224.2150

Facsimile 703.224.2122

[www.missingkids.com](http://www.missingkids.com)

[www.cybertipline.com](http://www.cybertipline.com)

Other Offices  
California  
Florida  
Kansas City  
New York  
South Carolina  
Texas

December 30, 2009

Via U.S. Mail

Pauline Laubinger, Esq.  
North Carolina Department of Secretary of State  
Charitable Solicitation Licensing  
P.O. Box 29622  
Raleigh, North Carolina 27626-0622

RE: The Beacon Project

Dear Ms. Laubinger:

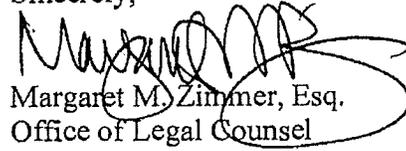
You requested that The National Center for Missing and Exploited Children (NCMEC) check its records to determine whether an individual named Marilyn Lou Broerman or an organization named the Beacon Project located in North Carolina was associated or affiliated with NCMEC.

I have checked NCMEC's records, have spoken with staff members and have determined that NCMEC does not have any association, affiliation or partnership with the Beacon Project or Marilyn Lou Broerman.

Additionally, NCMEC staff members reviewed our donation records and as of today's date, no records for any donation from Marilyn Lou Broerman or the Beacon Project have been located.

Please contact me if you have any further questions or concerns.

Sincerely,



Margaret M. Zimmer, Esq.  
Office of Legal Counsel  
The National Center for Missing and Exploited Children  
703-778-6483

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**CREATIVE MARKETING SOLUTIONS**  
222 North Sharon Amity Road  
Charlotte, NC 28211  
704-364-1790

October 30, 2009

Pauline F. Laubinger, Attorney  
Enforcement Unit, CSL Division  
NC Department of the Secretary of State  
P. O. Box 29622  
Raleigh, NC 27626-2220

Dear Ms. Laubinger,

Creative Marketing Solutions designs and sells point of purchase displays; including, but not limited to snack and soda machines, sunglass display racks, condom dispensers and acrylic candy dispensers.

As a public service, we created and sponsor a program to aid in the recovery of missing children by printing and distributing flyers and stickers of missing children. This program is named the Beacon Project. We do not solicit charitable funds for this program. All expenses are paid by us through the sale of our candy dispensers. We have never represented ourselves, or this program as a charitable entity.

We are not affiliated with the National Center for Missing & Exploited Children, nor do we claim to be. We obtain pictures of missing children from their web site, as well as individual state and local web sites. We do not have any agreements with them; we have no contact information for anyone in that organization, nor do we have a record of prior contacts made for the purpose of getting information.

We have never applied to the IRS for status as a charity / charitable organization/ solicitor or fundraising consultant. These categories do not apply; we do not engage in these activities.

We have a total of one (1) client in North Carolina. This individual purchased 50 acrylic candy boxes from us on February 27, 2008 and was

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Page two

given 5 extra units at no charge. These boxes were purchased for a family member, who is located in the Charlotte area. I have included copies of all paperwork contained in his file; including contact information.

We do not advertise in North Carolina so we do not have copies of any advertising material used in this state. I can provide advertising copy from elsewhere in the country if you think it would apply to this situation.

I have included a list of all employees (with contact information), a copy of our business license, a copy of a current sticker of a missing child (the sticker states that we are not a charity) and copies of all paperwork in the file of our only North Carolina client.

I hope this will answer your questions regarding our firm's activities. It is our wish to fully comply and to work with your office to that end. Should you need any further information, please contact me at the above listed address.

Sincerely,

  
Marilyn L. Broerman  
Owner, Creative Marketing Solutions

Cc: file