

STATE OF ILLINOIS  
SECRETARY OF STATE  
SECURITIES DEPARTMENT

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IN THE MATTER OF: VENDING DREAMS, )  
ITS OFFICERS, DIRECTORS, )  
EMPLOYEES, AGENTS, AFFILIATES, ) File No. 0500065  
SUCCESSORS AND ASSIGNS, )  
STEVEN MILLS, JIM ELLIS, )  
MAJOR ITULE, BOB DILLION, )  
AND SUSAN DAVIS )

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SUMMARY ORDER TO CEASE AND DESIST

TO THE RESPONDENT: Vending Dreams  
9994 North Firebaugh Street  
Stoy, Illinois 62464

Vending Dreams  
306 E. Main St.  
Oblong, Illinois 62449

On information and belief, I, Jesse White, Secretary of State, for the State of Illinois, through my designated representative, having been fully apprised in the premises by the staff of the Illinois Securities Department, Office of the Secretary of State, herein find:

COUNT I: VIOLATION OF SECTION 5-95

1. That the Respondent, Vending Dreams, is a purported business entity with a last known address of 9994 North Firebaugh Street, Stoy, Illinois 62464 and 306 E. Main St., Oblong, Illinois 62449;
2. That, at all times relevant the Respondents Susan Davis, Steven Mills, Jim Ellis, Major Itule and Bob Dillion were officers, directors, agents or employees of Vending Dreams;
3. That on or about August 20, 2004, Respondent Vending Dreams, by and through its officers, directors, employees, agents, affiliates, successors and assigns, including Susan Davis, Steven Mills, Jim Ellis, Major Itule and Bob Dillion, offered and/or sold to PJ an opportunity to purchase supplies, equipment or services purportedly sufficient to enable PJ to start a business, and provided PJ assistance in finding locations for the

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use and operations of vending machines on premises neither owned nor leased by Respondent or PJ by representing that it would secure 2 vending machine location in return for a payment from PJ to Respondent in the amount of \$250;

4. That Section 5-5.10(a) of the Illinois Business Opportunity Sales Law of 1995, [815 ILCS 602 5-1 et seq.] (the "Act") provides, inter alia, that a business opportunity is a contract or agreement, between a seller and a purchaser, express or implied, orally or in writing, wherein it is agreed that the seller or a person recommended by the seller shall provide to the purchaser any product, equipment, supplies or services enabling the purchaser to start a business when the purchaser is required to make a payment to the seller or a person recommended by the seller and the seller represents directly or indirectly, orally or in writing, that the seller or person recommended by the seller will provide or assist the purchaser in finding locations for the use or operation of vending machines on premises neither owned or leased by the purchaser or seller;
5. That the above-referenced promotion, solicitation or offer constitutes an offer and/or sale of a business opportunity as those terms are defined pursuant to Sections 5-5.10 and 5-5.20 of the Act;
6. That Respondent Vending Dreams, by and through its officers, directors, employees, agents, affiliates, successors and assigns, including Susan Davis, Steven Mills, Jim Ellis, Major Itule and Bob Dillion, failed to place vending machines at either of the aforesaid locations;
7. That as of this date, PJ has not received a return of his money that he paid Respondent in this regard;
8. That Section 5-95 of the Act provides, inter alia, that it is unlawful for any person, in connection with the offer or sale of any business opportunity in this State of Illinois, directly or indirectly, to employ any device, scheme or artifice to defraud, to make any untrue statement of material fact or to omit to state a material fact necessary in order to make the statements made, in the light of the circumstance under which they are made, not misleading, or to engage in any act, practice or

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course of business which operates or would operate as a fraud or deceit upon any person;

9. That at all times relevant, Respondent Vending Dreams, by and through its officers, directors, employees, agents, affiliates, successors and assigns, including Susan Davis, Steven Mills, Jim Ellis, Major Itule and Bob Dillion, made an untrue statement of material fact and engaged in an act, practice or course of business which operated as a fraud or deceit upon IR, in that Respondent represented to PJ that, in return for a fee, it would secure 2 vending machine locations, when in fact, Respondent never secured any of the aforesaid locations; as of this date, IR has not received a return of any of his money paid to Respondent in this regard;
10. That by virtue of the foregoing, Respondent Vending Dreams, by and through its officers, directors, employees, agents, affiliates, successors and assigns, including Susan Davis, Steven Mills, Jim Ellis, Major Itule and Bob Dillion, has violated Section 5-95 of the Act;
11. That Section 5-65 of the Act provides, inter alia, that whenever it appears to the Secretary of State that any person has engaged or is about to engage in any act or practice constituting a violation of the Act, the Secretary of State may issue an Order directing such person to cease and desist from engaging in any act or practice constituting a violation of any provision of the Act;
12. That based upon the foregoing, the Secretary of State hereby deems it necessary, in order to prevent Vending Dreams, by and through its officers, directors, employees, agents, affiliates, successors and assigns, including Susan Davis, Steven Mills, Jim Ellis, Major Itule and Bob Dillion, from engaging in any act or practice in violation of the Act, to enter a Summary Order to Cease and Desist pursuant to the authority provided under Section 5-65 of the Act; and
13. That based upon the foregoing, the Secretary of State has determined that the issuance of a Summary Order to Cease and Desist is in the public interest and is consistent with the purposes of the Act.

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COUNT II: VIOLATION OF SECTION 5-25

- 1-2. Paragraphs 1-2 of Count I are re-alleged and incorporated as paragraphs 1-2 of this Count II;
3. That during the months of January through February, 2005, IR purchased vending machines through Vendstar, a purported business entity located in Deer Park, New York;
4. That as part of the aforesaid sale of vending machines, Vendstar recommended Vending Dreams to IR as a locator of said vending machines;
5. That on or about February 24, 2005, Vending Dreams, by and through its officers, directors, employees, agents, affiliates, successors and assigns, including Susan Davis, Steven Mills, Jim Ellis, Major Itule and Bob Dillion, offered and/or sold to IR an opportunity to purchase supplies, equipment or services purportedly sufficient to enable IR to start a business and provided IR their assistance in finding locations for the use and operations of vending machines on premises neither owned nor leased by Respondent or IR in return for a payment from IR to Respondent in the total amount of \$1,150;
6. That Section 5-5.10(a) of the Illinois Business Opportunity Sales Law of 1995, [815 ILCS 602 5-1 et seq.] (the "Act") provides, inter alia, that a business opportunity is a contract or agreement, between a seller and a purchaser, express or implied, orally or in writing, wherein it is agreed that the seller or a person recommended by the seller shall provide to the purchaser any product, equipment, supplies or services enabling the purchaser to start a business when the purchaser is required to make a payment to the seller or a person recommended by the seller and the seller represents directly or indirectly, orally or in writing, that the seller or person recommended by the seller will provide or assist the purchaser in finding locations for the use or operation of vending machines on premises neither owned or leased by the purchaser or seller;
7. That the above-referenced promotion, solicitation or offer constitutes an offer and/or sale of a business opportunity as those terms are defined pursuant to Sections 5-5.10 and 5-5.20 of the Act;

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8. That Section 5-25 of the Act provides, inter alia, that it is unlawful for any person to offer or sell any business opportunity in the State of Illinois unless that business opportunity is registered under the Act or is exempt from registration under Section 5-10 of the Act;
9. That at all times relevant, Respondent Vending Dreams, by and through its officers, directors, employees, agents, affiliates, successors and assigns, including Susan Davis, Steven Mills, Jim Ellis, Major Itule and Bob Dillion, failed to obtain or file for registration of the above-referenced business opportunity prior to any offer or sale in the State of Illinois;
10. That by virtue of the foregoing, Respondent Vending Dreams, by and through its officers, directors, employees, agents, affiliates, successors and assigns, including Susan Davis, Steven Mills, Jim Ellis, Major Itule and Bob Dillion, has violated Section 5-25 of the Act;
11. That Section 5-65 of the Act provides, inter alia, that whenever it appears to the Secretary of State that any person has engaged or is about to engage in any act or practice constituting a violation of the Act, the Secretary of State may issue an Order directing such person to cease and desist from engaging in any act or practice constituting a violation of any provision of the Act;
12. That based upon the foregoing, the Secretary of State hereby deems it necessary, in order to prevent Vending Dreams, by and through its officers, directors, employees, agents, affiliates, successors and assigns, including Susan Davis, Steven Mills, Jim Ellis, Major Itule and Bob Dillion, from engaging in any act or practice in violation of the Act, to enter a Summary Order to Cease and Desist pursuant to the authority provided under Section 5-65 of the Act; and
13. That based upon the foregoing, the Secretary of State has determined that the issuance of a Summary Order to Cease and Desist is in the public interest and is consistent with the purposes of the Act.

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COUNT III: VIOLATION OF SECTION 5-95

- 1-7. Paragraphs 1-7 of Count II are re-alleged and incorporated as paragraphs 1-7 of this Count III;
8. That during the month of March, 2005, Respondent Vending Dreams, by and through its officers, directors, employees, agents, affiliates, successors and assigns, including Susan Davis, Steven Mills, Jim Ellis, Major Itule and Bob Dillion, represented that it would locate 30 vending machines at various Taco Bell locations and that Vending Dreams would contact the Taco Bell in said locations to arrange placement of said vending machines in return for a cash payment by IR in the amount of \$775;
9. That subsequent to the aforesaid payment by IR, Respondent Vending Dreams, by and through its officers, directors, employees, agents, affiliates, successors and assigns, including Susan Davis, Steven Mills, Jim Ellis, Major Itule and Bob Dillion, never located any of the aforesaid vending machines and that none of the aforesaid Taco Bell locations were ever contacted by Respondent in this regard;
10. That during the month of April, 2005, Respondent Vending Dreams, by and through its officers, directors, employees, agents, affiliates, successors and assigns, including Susan Davis, Steven Mills, Jim Ellis, Major Itule and Bob Dillion, represented that it would place IR's vending machines in 15 locations in return for an additional payment of \$375 which represented \$25 per location;
11. That Respondent Vending Dreams, by and through its officers, directors, employees, agents, affiliates, successors and assigns, including Susan Davis, Steven Mills, Jim Ellis, Major Itule and Bob Dillion, failed to place vending machines at 8 of the aforesaid 15 locations;
12. That as of this date, IR has not received a return of his money that he paid Respondent in this regard;
13. That Section 5-95 of the Act provides, inter alia, that it is unlawful for any person, in connection with the offer or sale of any business opportunity in this State of Illinois, directly or indirectly, to employ any

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device, scheme or artifice to defraud, to make any untrue statement of material fact or to omit to state a material fact necessary in order to make the statements made, in the light of the circumstance under which they are made, not misleading, or to engage in any act, practice or course of business which operates or would operate as a fraud or deceit upon any person;

14. That at all times relevant, Respondent Vending Dreams, by and through its officers, directors, employees, agents, affiliates, successors and assigns, including Susan Davis, Steven Mills, Jim Ellis, Major Itule and Bob Dillion, made an untrue statement of material fact and engaged in an act, practice or course of business which operated as a fraud or deceit upon IR, in that Respondent represented to IR that, in return for a fee, it would place 30 vending machines at Taco Bell locations and would contact said locations in this regard, where in fact Respondent never contacted any of the aforesaid locations and vending machines were never placed at any of the aforesaid locations; furthermore, Respondent subsequently represented that it would place vending machines at 15 additional locations for an additional fee, when in fact vending machines were never placed at 8 of the 15 purported locations; as of this date, IR has not received a return of any of his money paid to Respondent in this regard;
15. That by virtue of the foregoing, Respondent Vending Dreams, by and through its officers, directors, employees, agents, affiliates, successors and assigns, including Susan Davis, Steven Mills, Jim Ellis, Major Itule and Bob Dillion, has violated Section 5-95 of the Act;
16. That Section 5-65 of the Act provides, inter alia, that whenever it appears to the Secretary of State that any person has engaged or is about to engage in any act or practice constituting a violation of the Act, the Secretary of State may issue an Order directing such person to cease and desist from engaging in any act or practice constituting a violation of any provision of the Act;
17. That based upon the foregoing, the Secretary of State hereby deems it necessary, in order to prevent Vending Dreams, by and through its officers, directors,

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employees, agents, affiliates, successors and assigns, including Susan Davis, Steven Mills, Jim Ellis, Major Itule and Bob Dillion, from engaging in any act or practice in violation of the Act, to enter a Summary Order to Cease and Desist pursuant to the authority provided under Section 5-65 of the Act; and



18. That based upon the foregoing, the Secretary of State has determined that the issuance of a Summary Order to Cease and Desist is in the public interest and is consistent with the purposes of the Act.

NOW THEREFORE, IT IS HEREBY ORDERED THAT: pursuant to the authority granted by Section 5-65 of the Act, Vending Dreams, by and through its officers, directors, employees, agents, affiliates, successors and assigns, including Susan Davis, Steven Mills, Jim Ellis, Major Itule and Bob Dillion, are to CEASE and DESIST from offering and/or selling business opportunities in the State of Illinois or to residents of the State of Illinois until further order of the Secretary of State.

NOTICE is hereby given that the Respondents may request a hearing on this matter by transmitting such request in writing to Securities Director, Illinois Securities Department, 520 South Second Street, Suite 200, Springfield, Illinois 62701. Such request must be made within thirty (30) days of the entry of this Summary Order to Cease and Desist. Upon receipt of a request for hearing, a hearing will be scheduled. Request for hearing will not stop the effectiveness of this Summary Order to Cease and Desist.

FAILURE BY ANY RESPONDENT TO REQUEST A HEARING WITHIN THIRTY (30) DAYS AFTER ENTRY OF THIS SUMMARY ORDER TO CEASE AND DESIST SHALL CONSTITUTE AN ADMISSION OF ANY FACTS ALLEGED HEREIN AND CONSTITUTES SUFFICIENT BASIS TO MAKE THE CEASE AND DESIST ORDER FINAL.

ENTERED: This 14<sup>th</sup> day of September, 2005

   
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JESSE WHITE  
Secretary of State  
State of Illinois



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