The Minnesota Board of Architecture, Engineering, Land Surveying, Landscape Architecture, Geoscience and Interior Design ("Board") is authorized pursuant to Minnesota Statutes section 214.10 (2008) and Minnesota Statutes section 326.111 (2008) to review complaints against architects, professional engineers, land surveyors, landscape architects, geoscientists, and certified interior designers, and to take disciplinary action whenever appropriate.

The Board received information concerning Sanford Stein ("Respondent"). The Board’s Complaint Committee ("Committee") reviewed the information. The parties have agreed that the matter may now be resolved by this Stipulation and Order.

STIPULATION

IT IS HEREBY AGREED by and between Respondent and the Committee as follows:
1. **Jurisdiction.** The Respondent has held a certificate to use the title of Certified Interior Designer from the Board since June 16, 1994. Respondent is subject to the jurisdiction of the Board with respect to the matters referred to in this Stipulation.

2. **Facts.** This Stipulation is based upon the following facts:

   a. Respondent was first certified to use the title of Certified Interior Designer in the State of Minnesota on June 16, 1994.


   c. On May 26, 2009, Respondent's certification to use the title of Certified Interior Designer was renewed. Respondent's certification as a Certified Interior Designer is current with an expiration date of June 30, 2010.

   d. On May 22, 2009, during a phone conversation with Lynette DuFresne, Board Investigator, the Respondent self reported to the Board that his Certified Interior Designer Certificate had expired unintentionally due to an address change with his business. Respondent was not aware that the new business address was not updated with the Board.

   e. In a letter dated June 26, 2009 to the Board, the Respondent states: "I am enclosing copies of documents where we utilized the term Certified Interior Designer or the initials C.I.D. during that period of time that I unknowingly was practicing Interior Design in the State of Minnesota after my registration had lapsed." A true and correct copy of the June 26, 2009 letter is attached as Exhibit A.
f. In this same letter dated June 26, 2009 to the Board, the Respondent states: “I have included three (3) sample business cards that have C.I.D. after my name; these are typical of those that were distributed during this period. Additionally, I have enclosed 12 samples of correspondence and signature pages of short form contracts that show C.I.D. after my signature. These are representative of similar letters and contracts of this period but are not represented to be the all of the correspondence.” A true and correct copy of the June 26, 2009 letter with the Respondent’s dollar/fee amounts redacted is attached as Exhibit A.

g. In this same letter dated June 26, 2009 to the Board, the Respondent states: “I have included two copies of my biography which typically accompanies our marketing material. These were distributed to perspective clients during the period in question. It is estimated that approximately 24-30 such brochures were produced and distributed during the period in question.” A true and correct copy of the June 26, 2009 letter is attached as Exhibit A.

h. In a letter dated July 6, 2009 to the Board, the Respondent states: “In my recent response to the Board dated June 26, 2009 I incorrectly stated that our Website (www.steinllc.com) contained no references to my being a Certified Interior Designer. Regrettably, that was incorrect. In fact my Bio (listed under the category ABOUT US) does contain the statement “Sanford is a certified interior designer in the State of Minnesota”. This was also the case during that
period of time that my certification had unknowing lapsed...sic...” A true and correct copy of the July 6, 2009 letter is attached as Exhibit B.

3. **Violations.** Respondent admits that the facts specified above constitute violations of Minnesota Statutes section 326.02, subdivisions 1 and 4b (2008) and are sufficient grounds for the action specified below.

4. **Enforcement Action.** Respondent and the Committee agree that the Board should issue an Order in accordance with the following terms:
   
   a. **Reprimand.** Respondent is reprimanded for the foregoing conduct.
   
   b. **Civil Penalty.** Respondent shall pay to the Board a civil penalty of Five Hundred Dollars ($500.00). Respondent shall submit a civil penalty of Five Hundred Dollars ($500.00) by cashier’s check or money order to the Board within sixty (60) days of the Board’s approval of this Stipulation and Order.

5. **Additional Discipline for Violations of Order.** If Respondent violates this Stipulation and Order, Minnesota Statutes Chapter 326 (2008), or Minnesota Rules Chapter 1800 (2007) or Minnesota Rules Chapter 1805 (2007), the Board may impose additional discipline pursuant to the following procedure:

   a. The Committee shall schedule a hearing before the Board. At least thirty days prior to the hearing, the Committee shall mail Respondent a notice of the violation alleged by the Committee and of the time and place of the hearing. Within fourteen days after the notice is mailed, Respondent shall submit a response to the allegations. If Respondent does not submit a timely response to the Board, the allegations may be deemed admitted.
b. At the hearing before the Board, the Complaint Committee and Respondent may submit affidavits made on personal knowledge and argument based on the record in support of their positions. The evidentiary record before the Board shall be limited to such affidavits and this Stipulation and Order. Respondent waives a hearing before an administrative law judge and waives discovery, cross-examination of adverse witnesses, and other procedures governing administrative hearings or civil trials.

c. At the hearing, the Board will determine whether to impose additional disciplinary action, including additional conditions or limitations on Respondent’s practice or suspension or revocation of Respondent’s license.

6. Waiver of Respondent’s Rights. For the purpose of this Stipulation, Respondent waives all procedures and proceedings before the Board to which Respondent may be entitled under the Minnesota and United States constitutions, statutes, or the rules of the Board, including the right to dispute the allegations against Respondent, to dispute the appropriateness of discipline in a contested case proceeding pursuant to Minnesota Statutes Chapter 14 (2008), and to dispute the civil penalty imposed by this Agreement. Respondent agrees that upon the application of the Committee without notice to or an appearance by Respondent, the Board may issue an Order containing the enforcement action specified in paragraph 4 herein. Respondent waives the right to any judicial review of the Order by appeal, writ of certiorari, or otherwise.

7. Collection. In accordance with Minnesota Statutes section 16D.17 (2008), in
the event this order becomes final and Respondent does not comply with the condition in paragraph 4(b) above, Respondent agrees that the Board may file and enforce the unpaid portion of the civil penalty as a judgment without further notice or additional proceedings.

8. **Board Rejection of Stipulation and Order.** In the event the Board in its discretion does not approve this Stipulation and Order or a lesser remedy than specified herein, this Stipulation and Order shall be null and void and shall not be used for any purpose by either party hereto. If this Stipulation is not approved and a contested case proceeding is initiated pursuant to Minnesota Statutes Chapter 14 (2008), Respondent agrees not to object to the Board’s initiation of the proceedings and hearing the case on the basis that the Board has become disqualified due to its review and consideration of this Stipulation and the record.

9. **Unrelated Violations.** This settlement shall not in any way or manner limit or affect the authority of the Board to proceed against Respondent by initiating a contested case hearing or by other appropriate means on the basis of any act, conduct, or admission of Respondent justifying disciplinary action which occurred before or after the date of this Stipulation and Order and which is not directly related to the specific facts and circumstances set forth herein.

10. **Record.** The Stipulation, related investigative reports and other documents shall constitute the entire record of the proceedings herein upon which the Order is based. The investigative reports, other documents, or summaries thereof may be filed with the Board with this Stipulation.
11. **Data Classification.** Under the Minnesota Government Data Practices Act, this Stipulation and Order is classified as public data upon its issuance by the Board, Minnesota Statutes section 13.41, subdivision 5 (2008). All documents in the record shall maintain the data classification to which they are entitled under the Minnesota Government Data Practices Act, Minnesota Statutes Chapter 13 (2008). They shall not, to the extent they are not already public documents, become public merely because they are referenced herein. A summary of this Order will appear in the Board’s newsletter. A summary will also be sent to the national discipline data bank pertaining to the practice of certified interior designers.

12. **Entire Agreement.** Respondent has read, understood, and agreed to this Stipulation and is freely and voluntarily signing it. The Stipulation contains the entire agreement between the parties hereto relating to the allegations referenced herein. Respondent is not relying on any other agreement or representations of any kind, verbal or otherwise.

13. **Counsel.** Respondent is aware that he may choose to be represented by legal counsel in this matter. Respondent knowingly waived legal representation.

14. **Service.** If approved by the Board, a copy of this Stipulation and Order shall be served personally or by first class mail on Respondent. The Order shall be effective and deemed issued when it is signed by the Chair of the Board.
ORDER

Upon consideration of the foregoing Stipulation and based upon all the files, records and proceedings herein, all terms of the Stipulation are approved and hereby issued as an Order of this Board on this the 11th day of December, 2009.

MINNESOTA BOARD OF ARCHITECTURE, ENGINEERING, LAND SURVEYING, LANDSCAPE ARCHITECTURE, GEOSCIENCE AND INTERIOR DESIGN

By: Kristine A. Kubers, J.D.
    Board Chair
June 26, 2009

Ms. Lynette DuFresne  
Minnesota Board of Architecture, Engineering, Land Surveying, Landscape Architecture, Geoscience, and Interior Design  
85 East 7th Place, Suite 160  
St. Paul, MN 55101

Re: Certificate Reinstatement 2009-0066

Dear Ms. DuFresne,

I am enclosing copies of documents where we utilized the term Certified Interior Designer or the initials C.I.D. during that period of time that I unknowingly was practicing Interior Design in the State of Minnesota after my registration had lapsed.

I have included three (3) sample business cards that have C.I.D after my name; these are typical of those that were distributed during this period. Additionally, I have enclosed 12 samples of correspondence and signature pages of short form contracts that show C.I.D. after my signature. These are representative of similar letters and contracts of this period but are not represented to be the all of the correspondence.

I have included two copies of my biography which typically accompanies our marketing material. These were distributed to perspective clients during the period in question. It is estimated that approximately 24-30 such brochures were produced and distributed during the period in question. You will also find a copy of our letterhead which does not specifically reference interior design, or make reference to my professional status. It is believed that in years 2007 and 2008 that the VM&SD (Visual Merchandising and Store Design) and DDI (Display and Design Ideas) Source Books indicated that I was a Certified Interior Designer.

It should be noted that our website which has become the primary means of marketing our firm, (receiving approximate 150 visits per month) has never made reference to my being a Certified Interior Designer. Additionally I have no current affiliations with any professional associations or societies. My personal listings on Linked In, Speaker Match and Facebook do not identify me as a Certified Interior Designer.

I sincerely hope this disclosure, proves satisfactory to the review committee. Please know that I will make every effort to continue to conduct my practice in a manor that is a credit to my life long profession.

Sincerely,

Sanford B. Stein

EXHIBIT A
Sanford B. Stein has gained national stature for design that is on the innovative edge in the retail industry. From specialty retailers to mass merchandisers, Sanford has assisted clients in successfully and creatively reaching customers through design solutions that are tactile, experiential expressions of the retailer’s marketing strategy and brand positioning.

Sanford founded SteinDesign in 1981 to focus on the challenging and ever-changing field of retail planning and design. Twenty years later in recognition of the retail industry’s virtual and actual reinvention, STEIN Trending Branding Design acknowledges the complex and holistic nature of retailing in the new millennium.

As President and Design Director, Sanford has been responsible for over 300 retail design projects ranging from regional and national prototypes to niche and retail service concepts. STEIN’s client list includes such diverse names as: Andersen Renewal, Carlson Wagonlit Travel, Red Wing Shoes, Brunswick Billiards, ShopNBC, Formica, Levolor, Select Comfort, The Minneapolis Institute of Arts, and the City of Bloomington, Minnesota.

Sanford’s thorough command of all aspects of trending and brand application has made him a popular and sought-after speaker on three continents. Sanford has presented to standing-room-only audiences at the National Retail Federation Convention & EXPO in 1999 and again in 2000, as well as Associacao Brasileira de Marketing Direto, Sao Paulo, Brazil (2000); Latino Americano Criadores de Moda, Rio de Janeiro, Brazil (2000); TrendCongress 2000 in The Hague, Netherlands (2000); and numerous others. Quotations and excerpts of Mr. Stein’s addresses have appeared in such diverse publications as Metropolis, The Seattle Times, Kansas City Star, Minneapolis Star & Tribune, Women’s Wear Daily’s The Business Newsletter, and Crain’s Chicago Business.

Sanford has written or contributed to over 60 articles appearing in a variety of publications, including: Interior Design, Interiors, Visual Merchandising and Store Design, Retail Store Image, Japan’s trend monitor Pronto, World’s Best Store Designs, Retail Reporting’s Stores of the Year and the acclaimed design textbook Interior Design by John Pile.

In 2005 a case study of STEIN’s work for Brunswick Billiards was featured in the best-selling business management guide ‘By the Seat of Your Pants’ written by Minnesota businessman Tom Gegax. Sanford is a certified interior designer in the State of Minnesota.
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In 2005 a case study of STEIN's work for Brunswick Billiards was featured in the best-selling business management guide 'By the Seat of Your Pants' written by Minnesota businessman Tom Gegax. Sanford is a certified interior designer in the State of Minnesota.
March 27, 2008

Tom Bean, AIA
Vice President
Berger Devine Yaeger
3700 Broadway - Suite 300
Kansas City, MO 64111

RE: 08-P-04

Hi Tom:

Bob Lane suggested that we send you a brochure to give you a better feel for our work in retail design. Beyond the 400 plus retail concepts and applications that we have been responsible for in our over 27 years, we have done a substantial amount of work utilizing psychographic data for project programming, brand positioning, and design criteria.

We have also worked for some of the countries leading developers (Simon/DeBartolo, General Growth) on developing tenant design criteria for regional malls.

We would be most interested in working with your design team on the Schlitterbahn project, and we look forward to meeting you and learning more about this world-class entertainment/recreation venue.

Regards,

STEIN, LLC

Sanford B. Stein, CID

SBS:di
Enclosure: Company Brochure

cc: Bob Lane, Lane Design Group
March 15, 2007

Adam Lindquist  
Director of Business Development  
2nd Wind Exercise Equipment  
5763 Forest Drive  
Lonsdale, MN 55046

Dear Adam:

Here are the proposal draft hardcopies we promised. As I mentioned in my e-mail on Wednesday, nothing is in stone; we really want to work with you on this undertaking.

I firmly believe this is an opportunity to take 2nd Wind to the 'next level' and appeal to a broader spectrum of the population. I am reasonably certain that the return on investment will be significant with the proper approach.

I look forward to chatting, and our April meeting. Call me if you have any questions or just want to talk about some of our ideas.

Regards,

STEIN, LLC

Sanford B. Stein, CID

SBS/di

Enc: 3
April 5, 2007

Rick Weber
Rec Room Furniture & Games
1600 East Algonquin
Algonquin, IL 60102

RE: 07-P-13

Dear Rick:

Enclosed is our proposal for the work we discussed during last week’s visit to Chicago. The exercise I have outlined will assist you and your team in defining "what you ought to be" and how to get there in design terms. The process will recognize what currently works and what needs to be changed to meet the newly defined brand and sales objectives.

As I mentioned, this entire process should take about 7-8 weeks, which would take us to early June assuming we begin by April 15th. While the design and documentation work that would follow is still significant, I do believe, it will be possible to launch the first of the new prototype stores in the fourth quarter to capture the holiday sales season.

If you have any questions once you have looked over our proposal, please give me a call. Also, we would be comfortable taking it a phase at a time, if you so choose.

Regards,

STEIN, LLC

Sanford B. Stein, CID

SBS:di
Enc. (3)
As I mentioned, in our conversation, I would be happy to come out and make a presentation to your company, which I believe would be of value regardless of your ultimate decision.

Naturally, we would love to develop a relationship with you and your company and help you get to the next level. I would encourage you to talk to some of our current and past clients to get a feel for our passion and commitment to our clients' success. John Stransky (Life Fitness - business phone: 847-288-3300), Steve De Alcala (Brunswick Home & Billiard - cell: 214-697-3355), or Brent Hutton (Select Comfort & Brunswick Home & Billiard - cell: 812-219-2477) would be excellent references. I look forward to hearing from you.

Regards,

STEIN, LLC

Sanford B. Stein, CID

SBS:di
Enc. (2 company brochures, proposal and Tom Gegax's book)
PHASE THREE – EXISTING ROOM REVAMP

- Re-define existing room scenes utilizing new metrics with style-driver boards demonstrating:
  - Architectural design aesthetic
  - Lifestyle references
  - Color/material/accessories selections
  - Product packages

- Review Room scenes boards with client and renderer

- Review re-rendering work (for each new room)
  - First pass-Existing room with product placement and embellishments
  - Second pass-Lighting and accessories placement
  - Third pass-Final revisions (delete)

INVESTMENT SUMMARY (revised 6.3.08)

PHASE ONE - OBJECTIVES $

PHASE TWO – NEW ROOM DEVELOPMENT $ (Three expected)

PHASE THREE – EXISTING ROOM REVAMP $ (Four expected).

Time spent on changes or alterations made to previously approved project phases, or additional work required due to changes in scope or extensions in design or construction schedules, shall be billed on an hourly basis as additional services. To the fullest extent permitted by law, STEIN’s total liability arising out of this agreement shall not exceed the total fee outlined in this agreement.

Reimbursable expenses shall be billed in addition to design fees including mileage, long distance telephone, copies, plots and prints, postage, fax transmissions, travel expenses, airfare, lodging, and consultant services, etcetera. Out of office reimbursable expenses shall be billed plus 15% to cover handling fees.

Sanford B. Stein, CID for STEIN, LLC

Neil Taylor or Dan Wille for Life Fitness
INVESTMENT SUMMARY

1.0 ENVIRONMENTAL GRAPHICS, SIGNAGE, THEMING, AND IDENTITY

1.1 Casino naming, graphic identity development (logo) with typical sign application on interior and exterior - $

1.2 Interior graphic identification, signage and theme imagery for casino, event area, winter garden hotel and spa including design, construction documentation, construction administration, project management and coordination, value engineering, and presentation - $

NOTE: Includes $ allowance for original thematic illustration work.

1.3 Design, construction documentation, and construction administration of all exterior sign types including engineering review, project management and coordination, value engineering, and presentations - $

Total Environmental Graphics and Signage Fees - $

2.0 FIXTURES, FURNISHINGS, AND EQUIPMENT

2.1 Fixture, furnishings, and equipment selection; including research, selection, color and finish selection/coordination, specification, procurement assistance, and budget management.

2.1.1 Casino and Banquet Facility - 
2.1.2 Winter Garden - $
2.1.3 Hotel and Spa - $

Total Fixtures, Furnishings, and Equipment Fees - $

Regards,

STEIN LLC

Sanford B. Stein, CID

SBS/di
Attachment
INVESTMENT SUMMARY (continued)

STEIN, LLC Interface

Design and review of narrative $  
Focus Group participation (4 in Minneapolis)  
Summary review  
On-line Panel Survey design and review  
Client Meetings (2)  
Includes travel time

In-store assessment including customer experience audit $  
Six (6) store, three (3) system use analysis  
General Departmental Use and Summary Report with specific (pre-design) recommendations.  
Includes travel time.

Total Investment Range $  

Not included in the aforementioned are direct costs associated with travel, lodging etc. which will be billed as a reimbursable expense.

Reimbursable expenses shall be billed, in addition to design fees including mileage, long distance telephone, copies, plots and prints, postage, fax transmissions, travel expenses, airfare, lodging, etc. Out of office reimbursable expenses shall be billed at cost plus 15% to cover handling fees.

Design fees and reimbursable are billed monthly and are due upon receipt. A service charge of 1.5% per month will be assessed on any amount 30 days overdue, plus reasonable collection costs and fees.

To the fullest extent permitted by law, STEIN's total liability arising out of this agreement shall not exceed the total fee agreement.

Sanford B. Stein, CID for STEIN, LLC Date

Robb McCann for Springs Window Fashions Date
PHASE THREE – EXISTING ROOM REVAMP

• Re-define existing room scenes utilizing new metrics with style-driver boards demonstrating:
  o Architectural design aesthetic
  o Lifestyle references
  o Color/material/accessories selections
  o Product packages

• Review Room scenes boards with client and renderer

• Review re-rendering work (for each new room)
  o First pass – Existing room with product placement and embellishments
  o Second pass – Lighting and accessories placement
  o Third pass – Final revisions (delete)

INVESTMENT SUMMARY (revised 6.3.08)

PHASE ONE - OBJECTIVES

PHASE TWO – NEW ROOM DEVELOPMENT
(Three expected)

PHASE THREE – EXISTING ROOM REVAMP
(Four expected).

Time spent on changes or alterations made to previously approved project phases, or additional work required due to changes in scope or extensions in design or construction schedules, shall be billed on an hourly basis as additional services. To the fullest extent permitted by law, STEIN’s total liability arising out of this agreement shall not exceed the total fee outlined in this agreement.

Reimbursable expenses shall be billed in addition to design fees including mileage, long distance telephone, copies, plots and prints, postage, fax transmissions, travel expenses, airfare, lodging, and consultant services, etcetera. Out of office reimbursable expenses shall be billed plus 15% to cover handling fees.

Sanford B. Stein, CID for STEIN, LLC  

Date

Neil Taylor or Dan Wille for Life Fitness  

Date

STEIN
CONTRACT CONDITIONS

Time spent on changes or alterations made to previously approved project phases, or additional work required due to changes in scope or extensions in design or construction schedules, shall be billed on an hourly basis as additional services, based on prevailing rates:

Principal's time shall be billed at $ per hour.
Senior Project Designer's time shall be $ per hour.
Graphic/Environmental Graphic Designer's time shall be billed at $ per hour.
Project Manager's time shall be billed at $ per hour.
CAD Operator's time shall be billed at $ per hour.
Staff Designer's time shall be billed at $ per hour.

To the fullest extent permitted by law, STEIN's total liability arising out of this agreement shall not exceed the total fee outlined in this agreement.

[Signature]
Sanford B. Stein, CID for STEIN, LLC  
6.10.08  
Date

[Signature]
Good Feet Worldwide, LLC or Licensee  
6/11/08  
Date
Should the aforementioned be acceptable, the following documentation should be completed for each dealer application.

Name of dealership: Good Feet Denver / Eric Kaplan

Dealership Address: 2350 East Harmony Road

Contact at Dealership: Tracy Handt

Contacts Phone Number: 701-306-5092 (cell) 760-494-6478 (office)

Contacts e-mail address: thandt@yahoo.com

Color Palette Options (A, B or C): A

CONTRACT CONDITIONS

Time spent on changes or alterations made to previously approved project phases, or additional work required due to changes in scope or extensions in design or construction schedules, shall be billed on an hourly basis as additional services, based on prevailing rates:

- Principal’s time shall be billed at $ per hour.
- Senior Project Designer’s time shall be $ per hour.
- Graphic/Environmental Graphic Designer’s time shall be billed at $ per hour.
- Project Manager’s time shall be billed at $ per hour.
- CAD Operator’s time shall be billed at $ per hour.
- Staff Designer’s time shall be billed at $ per hour.

To the fullest extent permitted by law, STERN’s total liability arising out of this agreement shall not exceed $1.00.

Sanford B. Stein, CID for STEIN, LLC Date

Tracy Handt 7/11/08

Good Feet Worldwide, LLC Date
Proposal for Good Feet
January, 3 2008

GOOD FEET: ALBANY, NY  7.11.08

Should the aforementioned be acceptable the following documentation should be completed for each dealer application.

Name of dealership: Good Feet ALBANY, NY / BRIGHTTH KITTY

Dealership Address: 65 WOLF ROAD, ALBANY, NY 12205

Contact at Dealership: Tracy Handt

Contacts Phone Number: 701-306-5002 cell 760-494-6478 office

Contacts e-mail address: thandt@yahoo.com

Color Palette Options (A, B or C): B

CONTRACT CONDITIONS

Time spent on changes or alterations made to previously approved project phases, or additional work required due to changes in scope or extensions in design or construction schedules, shall be billed on an hourly basis as additional services, based on prevailing rates:

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CAD Operator’s time shall be billed at $ per hour.
Staff Designer’s time shall be billed at $ per hour.

To the fullest extent permitted by law, STERN’s total liability arising out of this agreement shall not exceed $1.00.

Sanford B. Stein, CID for STEIN, LLC  

Tracy Handt

Good Feet Worldwide, LLC
SANFORD STEIN, LTD.
PRESIDENT
STEIN TRENDING BRAND DESIGN LLC
313 WASHINGTON AVE N, UNIT 120
MINNEAPOLIS, MN 55401
612-332-3179 FAX 612-332-3279
WWW.STEINTREND.COM

SANFORD STEIN, LTD.
July, 6 2009

Ms. Lynette DuFresne
Minnesota Board of Architecture, Engineering, Land Surveying, Landscape Architecture, Geoscience, and Interior Design
85 East 7th Place, Suite 160
St. Paul, MN 55101

Re: Certificate Reinstatement 2009-0066

Dear Ms. DuFresne,

I my recent response to the Board dated June 26, 2009 I incorrectly stated that our Website (www.steinllc.com) contained no references to my being a Certified Interior Designer. Regrettably, that was incorrect. In fact my Bio (listed under the category ABOUT US) does contain the statement “Sanford is a certified interior designer in the State of Minnesota”. This was also the case during that period of time that my certification had unknowingly lapsed. I apologies for any confusion this may have caused.

Sincerely,

Sanford B. Stein
Sanford B. Stein has gained national stature for design that is on the innovative edge in the retail industry. From specialty retailers to mass merchandisers, Sanford has assisted clients in successfully and creatively reaching customers through design solutions that are tactile, experiential expressions of the retailer's marketing strategy and brand positioning.

Sanford founded SteinDesign in 1981 to focus on the challenging and ever-changing field of retail planning and design. Over a quarter of a century later, in recognition of the retail industry's virtual and actual reinvention, STEIN Trending Branding Design acknowledges the complex and holistic nature of retailing in the new millennium.

As President and Design Director, Sanford has been responsible for more than 300 retail design projects ranging from regional and national prototypes to niche and retail service concepts. STEIN's client list includes such diverse names as: Andersen Renewal, Carlson Wagonlit Travel, Red Wing Shoes, Brunswick Billiards, Life Fitness, ShopNBC, Formica, Levolor, Select Comfort, The Minneapolis Institute of Arts, and the City of Bloomington, Minnesota.

Sanford's thorough command of all aspects of trending and brand application has made him a popular and sought-after speaker on three continents. Sanford has presented to standing-room-only audiences at the National Retail Federation Convention & EXPO in 1999 and again in 2000, as well as Associacao Brasileira de Maarketing Directo, Sao Paulo, Brazil (2000); Latino Americano Criadores de Moda, Rio de Janeiro, Brazil (2000); TrendCongres 2000 in The Hague, Netherlands (2000); and numerous others. Quotations and excerpts of Sanford's addresses have appeared in such diverse publications as Metropolis, The Seattle times, Kansas City Star, Minneapolis Star &

Sanford has written or contributed to over 60 articles appearing in a variety of publications, including: Interior Design, Interiors, Visual Merchandising and Store Design, Retail Store Image, Japan's trend monitor Pronto, World's Best Store Designs, Retail Reporting's Stores of the Year and the acclaimed design textbook Interior Design by John Pile.

In 2007 a case study of STEIN's work for Brunswick Billiards was featured in the best-selling business management guide The Big Book of Small Business, written by Minnesota businessman Tom Gegax. Sanford is a certified interior designer in the State of Minnesota.
What's new? What's next? Retail is always reinventing itself. Today, however, the rate of change is accelerating as trends converge: aging baby boomers, information technology and e-commerce, consumer empowerment, multi-channel selling and the almighty brand. There is no turning back to the retail of the past. But what is its future?

Building on more than 25 years of experience, STEIN assists clients in developing successful strategies for retailing and brand marketing. From award-winning design for retail environments to insightful analysis of societal trends, STEIN brings together an array of integrated services. In addition, Sanford Stein, the firm's principal, offers the perspective gained from addressing conferences around the world on branding and retailing. One constant emerges; the more retailing changes, the more the need for innovative thinking remains the same.
What makes STEIN different?

STEIN has been a pioneer in creating retail branded environments since its inception in 1981. We have developed tools and procedures to assess and become immersed in the retail culture of our clients. This helps us to understand the myriad interconnected issues involved in the ultimate repositioning, rebranding and/or creation of a new branded environment. Key components of this holistic process include the following:

**Experience Audit:** Gaining a deep understanding of the nature of the customer experience to help guide the repositioning effort.

**Ethnographic Assessment:** Observation and recording of human behavior and interaction in the retail environment, leading to pre-design programming.

**Programmatic Questionnaires:** In-depth questionnaires to all levels of corporate and in-store operational personnel, to dig deeply and attain buy-in.

**Psychographic Market Analysis:** Utilizing consumer segmentation software, STEIN ascertains lifestyle, lifestage and social group data which help define target demographics, assist in location searches, and connect target buyers with desired markets.

**Branding:** High perceived brand value is in part an outgrowth of all brand touchpoints being in sync with one another. STEIN makes sure the brand identity and all brand touchpoints, from the web to the store signage to the in-store customer experience, are speaking in one voice.

**Environmental Graphic Design:** The downsizing of America and the power and growth of the Internet have conspired to change the way people shop. No one wants to be sold anything anymore; they want to be empowered to buy. STEIN ensures that their retail prototypes are intelligent and empowering, giving customers valuable top-line information influencing choice making and contributing to a predictable outcome for both the consumer and the retailer.

**Virtual Imaging and 3D Walk-Through:** STEIN utilizes state-of-the-art 3D modeling software to take clients through a completed store design before construction even begins. This valuable tool is used throughout the design process to truly visualize the outcome.

**Managing Projects (and Clients) Like We Own the Store:** Retail design and construction have myriad variables, from schedules and budgets to contractors and inspectors, unforeseen site conditions to immovable grand opening dates. STEIN takes responsibility for managing the often unmanageable, and has done so with integrity and consistency for over a quarter-century.
Sanford B. Stein has gained national stature for design that is on the innovative edge in the retail industry. From specialty retailers to mass merchandisers, Sanford has assisted clients in successfully and creatively reaching customers through design solutions that are tactile, experiential expressions of the retailer's marketing strategy and brand positioning.

Sanford founded SteinDesign in 1981 to focus on the challenging and ever-changing field of retail planning and design. Twenty years later, in recognition of the retail industry's virtual and actual reinvention, STEIN Trending Branding Design acknowledges the complex and holistic nature of retailing in the new millennium.

As President and Design Director, Sanford has been responsible for over 300 retail design projects ranging from regional and national prototypes to niche and retail service concepts. STEIN's client list includes such diverse names as: Andersen Renewal, Carlson Wagonlit Travel, Red Wing Shoes, Brunswick Billiards, ShopNBC, Formica, Levolor, Select Comfort, The Minneapolis Institute of Arts, and the City of Bloomington, Minnesota.

Sanford's thorough command of all aspects of trending and brand application has made him a popular and sought-after speaker on three continents. Sanford has presented to standing-room-only audiences at the National Retail Federation Convention & EXPO in 1999 and again in 2000, as well as Associacao Brasileira de Marketing Direto, Sao Paulo, Brazil (2000); Latino Americano Criadores de Moda, Rio de Janeiro, Brazil (2000); TrendCongres 2000 in The Hague, Netherlands (2000); and numerous others. Quotations and excerpts of Mr. Stein's addresses have appeared in such diverse publications as Metropolis, The Seattle Times, Kansas City Star, Minneapolis Star & Tribune, Women's Wear Daily's The Business Newsletter, and Crain's Chicago Business.

Sanford has written or contributed to over 60 articles appearing in a variety of publications, including: Interior Design, Interiors, Visual Merchandising and Store Design, Retail Store Image, Japan's trend monitor Pronto, World's Best Store Designs, Retail Reporting's Stores of the Year and the acclaimed design textbook Interior Design by John Pile.

In 2005 a case study of STEIN's work for Brunswick Billiards was featured in the best-selling business management guide 'By the Seat of Your Pants' written by Minnesota businessman Tom Gegax.

Sanford is a certified interior designer in the State of Minnesota.
Creating highly imaginative and trend-sensitive branded environments requires much more than a talented design team and a disciplined approach. Throughout his over-25-year career, Sanford Stein has demonstrated a unique understanding of the demographic and psychographic changes within our culture, and how those changes influence consumer attitudes, behaviors, and buying habits. Trends in retail and consumer culture help drive the firm's unique and successful designs. Sanford's ability to interpret and predict these trends has made him a sought-after speaker and lecturer. Sanford has addressed audiences on three continents, and has been featured in numerous articles and celebrated presentations, helping retailers and manufacturers focus on issues that influence their markets and impact their brands' value.

**DISTINCTIONS**
Sanford B. Stein

**Publication**
*By the Seat of Your Pants;* 2005
The No Nonsense Business Guide by Tom Gegax
Brunswick Home & Billiard Case Study

**Article**
*Visual Merchandising*; 2005
ST Media Group
Brunswick Home & Billiard Store
Wilmette, IL

**Article**
*VM & SD;* February 2004
"Pool Cues" - Brunswick Home & Billiard Store

**Presentation**
Brunswick Business Enrichment Conference
Chicago, IL; Tampa, FL; 2002-2005

**Presentation**
Brand Matters Series
Yamamoto Moss
Minneapolis, MN; 2002

**Keynote Address**
*ANTAD*
National Retailers Association of Mexico
Annual Retailers Convention and Trade Show
"Re-retailing - The Reinvention of Specialty Retailing for the New Economy"
Mexico City, Mexico; September 2001

**Keynote Address**
*Crain's Chicago Business;* February 2001
Weighing Anchor

**Keynote Address**
*Retail Direct Marketing*
1st Latin-American Congress for Fashion Developers
Rio de Janeiro, Brazil; July 2000

**Keynote Address**
*VEDIS and HBD*
Trendsetting 2000 - "Retailing in the eEconomy"
The Hague, Netherlands; June 2000

**Article**
*VM & SD;* June 2000
"Can Stores Survive the Net?"

**Article**
*Meio & Mensagem* (Brazilian Advertising/Marketing); May 2000

**Keynote Address**
*ABEMD n Brazilian Direct Marketing Association*
2nd International Seminar on Retail Direct Marketing
São Paulo, Brazil; May 2000

**Article**
*VM & SD;* March 2000
"Brave New World"
Presentation
Design Futures Council
"Re-retailing, Reinventing Retail for the New Economy"
Cordillera, CO; February 2000

Article
Architecture Minnesota, January/February 2000
Face to Face

Presentation
"Re-retailing"
National Retail Federation
89th Annual Convention & EXPO
New York, NY; January 2000

Panel
American Institute of Architects of Minnesota
65th Annual Convention & Products Expo
Minneapolis, MN; November 1999

Keynote Address
"Retailing for the Next Millennium"
Management Meeting
General Growth
Lake Geneva, WI; 1999

Keynote Address
"Retailing for the Next Millennium"
Management Meeting
NPD/Media Matrix
New York, NY; 1999

Keynote Address
"Retailing for the Next Millennium"
Spring Retail Conference
Stockmann-Gruppen
Copenhagen, Denmark; 1999

Article
VM & SD; October 1999
"A Wing and a Player"
Red Wing Shoe Company, Inc.

Article
Metropolis; May 1999
"The Mall Doctor"

Article
City Business; May 1999
"Malls Turning Inside Out"

Articles
Web/DNR Specialty Stores; March 1999
Business Newsletter
Success Strategies
"Retailing for the Next Millennium"

Award
Chain Store Age; February 1999
Single Unit - Auto Fun

Presentation
"Retailing for the Next Millennium"
Management Meeting
NPD/Media Matrix
New York, NY; January 1999

Presentation
Reinventing Decorating Products Retailing
Painting & Decorating Retailers
Association Convention
St. Louis, MO; 1998

Presentation
"Brand New Me"
Minneapolis Star & Tribune
Minneapolis, MN; 1998

Article
VM & SD; October 1998
"Retailing for the Next Millennium"

Article
Real Estate Journal; May 1998
"Keeping Pace with Today’s Consumer"
Andersen Renewal

Keynote Address
Museum Store Association
National Meeting
St. Louis, MO; 1998

Guest Lecturer
Stout State University
Career day

Presentation
"Reinventing Decorating Products Retailing"
Mohawk Industries
Fort Lauderdale, FL; 1998
### Presentation

- "Reinventing Decorating Products Retailing"
  - Sherwin Williams
  - Cleveland, OH; 1998

- "Reinventing Decorating Products Retailing"
  - United Paint & Chemical
  - Southfield, MI; 1998

- "Reinventing Decorating Products Retailing"
  - California Products
  - Chadham, MA; 1998

- "Marketing to Changing Demographic"
  - Carlson/Wagonlit Travel
  - Minnetonka, MN; 1998

- "Marketing to Changing Demographic"
  - Back Home Foods
  - Plymouth, MN; 1998

- "Cabah & Scarlet/Defining Brand"
  - Benjamin Moore Companies
  - New Jersey; 1997

### Keynote Address

- "Trending and Design"
  - Madison Marquette Realty Services
  - Minneapolis, MN; 1997

- "Reinventing Decorating Products Retailing"
  - ColorGuild International
  - Cancun, Mexico; 1997

- "Trending and Design"
  - ColorGuild International
  - Fall Meeting
  - Washington, DC; 1996

### Article

- "Stores of the Year 10; 1996"
  - Runkel Brothers American Garage

- "Retro Retailing"
  - Junkyard - Mall of America

### Award

- SADI Award; February 1995
  - Best Under 2000 sq. ft. specialty concept
  - Runkel Brothers American Garage

### Juror

- General Electric Edison Awards; 1996
  - Nela Park, Cleveland, OH
Award
*STARR Award; 1994
Store design for enclosed mall
Runkel Brothers American Garage

Article
*Fabrics Architecture; March/April 1994
Bachman's Garden Center

Article
*Retail Image; September 1994
Bachman's Garden Center

Article
*VM & SD; August 1994
Life Enhancements

Article
*Stores of the Year 8; 1994
Koenig Sports Prototype

Article
*VM & SD; October 1994
Junkyard

Article
*Corporate Report Minnesota; April 1993
SteinDesign Feature Article

Article
*Fabrics Architecture; September 1993
Bachman's Garden Center

Article
*Interior Design; May 1993
Carson Travel Network Prototype

Article
*Minneapolis Star Tribune; April 1993
Bachman's Garden Center

Article
*Minnesota Real Estate Journal;
April 1993
Bachman's Garden Center

Article
*Nursery Retailer; September/October 1993
Bachman's Garden Center

Article
*Retail Challenge, Volume 5, Issue 1; 1993
Retail Design Interview

Article
*Sports Trend Magazine; September 1992
Koenig Prototype

Article
*VM & SD; September 1992
Carson Travel Network Prototype

Article
*Chain Store Age Executive,
November 1991
inSTORE Program

Article
*Architectural Lighting; July 1991
Carson Travel Network Prototype

Lecture
*Lighting for Store Design
Designer's Lighting Forum
Minneapolis, MN; March 1991

Article
*World's Best Store Design, Vol. 3; 1987/88
Wild Pair Prototype

Article
*Pronto, Vol. 5, No. 9; 1988
Puh. by Numotani Co., Ltd., Osaka, Japan
SteinDesign Office, Minneapolis, MN

Article
*Architectural Lighting; October 1988
Josef's, Pavilion Place, Roseville, MN

Article
*VM & SD; October 1988
Wild Pair Prototype, Niles, Illinois

Article
*Commercial Space; August 1988
"Sales By Design"

Publication
*Interior Design; April 1988
Published by Harry Abrams
SteinDesign Office, Minneapolis, MN

Article
*St. Paul Pioneer Press; December 1987
"The Hidden Persuaders"
DISTINCTIONS
Sanford B. Stein

Article
Skyway News; July 1987
“Design Time / Retail Design Trends”

Article
Minnesota Real Estate Journal; July 1987
“Trends in Retail Design”

Award
National Mall Monitor, Honorable Mention
Under 2,000 sq. ft.; March 1987
Josef’s, Pavilion Place, Roseville, MN

Panel Member
International Market Square; March 1986
Interior Architecture

Article
Interior Design; August 1986
SteinDesign Office, Minneapolis, MN

Article
Interior Design Committee-Coordinator
Minnesota Society American
Institute of Architects; 1985, 1986, 1987

Article
Architecture Minnesota; November 1986
Josef’s, Pavilion Place, Roseville, MN
Dimitrius, St. Anthony Main, Mpls., MN
4 Fitness, St. Anthony Main, Mpls., MN

Article
Interiors; August 1986
Josef’s, Pavilion Place, Roseville, MN

Award
Minnesota Society AIA; 1986
Interior Design Awards;
Josef’s, Pavilion Place, Roseville, MN
Dimitrius, St. Anthony Main, Mpls., MN
4 Fitness, St. Anthony Main, Mpls., MN

Article
Architecture Minnesota; November 1985
“It All Stacks Up”

Article
Architecture Minnesota; November 1985
Insight; “No Substitute for Exposure”

Article
Architecture Minnesota; September 1985
“Simplicity Itself”, SteinDesign Office

Award
Minnesota Society AIA; 1985
Interior Design Awards;
SteinDesign Offices, Kickernick Building, Minneapolis, MN
Josef’s, Calhoun Square

Appointment
Liaison Committee Member of
the Interiors Committee of the
American Institute of Architects; 1985

Article
Jewelers’ Circular-Keystone; August 1983
“Full Service Plus Art Gallery”
Goodman Jewelers Prototype Store

Article
Architecture Minnesota; October 1982
Mr. Stein’s Home

Award
Architecture Minnesota; 1981
Best 4 Color Advertisement

Award
Second Annual Industrial Design Awards
Publication; 1979
Minnesota Zoological Garden,
Interpretive Display System

Teaching
Minneapolis College of Art and Design
Extension College Facility; 1976-1980
Graphic Design I
DISTINCTIONS
Sanford B. Stein

Lecture/Workshop
International Association of Business Communicators; 1977
Systematic Layout for Publications

Guest Lecturer
Minneapolis College of Art and Design
Interior Architecture, Store Design; 1976

Award
Wisconsin Society AIA; 1970
Display Booth
PROJECTS INDEX

Categories

Specialty Retail Design

Prototype Retail Design/Roll-Out

Retail/Service Design

Big Box Retail Design

Kiosks/Branded Displays/Store-In-Store

Food Concepts and Entertainment

Branding/Environmental Graphic Design

Shopping Center Planning and Design
Artsgin Materials
Rosedale Center, Roseville, MN; 1986

Avenue Art
Appleton, WI; 1987

Bandana Square
Mini-Store, St. Paul, MN; 1987

Body Language
Calhoun Square, Minneapolis, MN; 1985

The Brief Encounter
Calhoun Square, Minneapolis, MN; 1985

Brochln's Book and Gift Shop
St. Louis Park, MN; 1985

Charlemagne International
International Market Square
Minneapolis, MN; 1985

Cheronda's
Mercado at Scottsdale
Scottsdale, AZ; 1987

Chou Chou
St. Anthony Main, Minneapolis, MN; 1985

CommonBond Communities
Skyline Market
St. Paul, MN; 2000

Creative Kids
Woodbury, MN; 1994
Uptown, Minneapolis, MN; 1995

Dimitrius
St. Anthony Main, Minneapolis, MN; 1985

Everything But Water
Mall of America, Bloomington, MN; 1993

F.C. Chon
Mall of America, Bloomington, MN; 1993

4 Fitness
St. Anthony Main, Minneapolis, MN; 1986

Hal's Sportswear
Rosedale Center, Roseville, MN; 1987

Holgaard's
St. Louis Park, MN; 1990

Josef's Shoe Store
Pavilion Place, Roseville, MN; 1986
Calhoun Square, Minneapolis, MN; 1984

Junkyard
Mall of America, Bloomington, MN; 1993

La Cravatte
Gaviidae II, Minneapolis, MN; 1993

La' Ventura
Mayfair Mall, Sioux City, IA; 1986

Life Enhancements
Southdale Shopping Ctr., Edina, MN; 1993

Louis J. Molnar Showroom
International Market Square
Minneapolis, MN; 1986

Magic Shop
Mall of America, Bloomington, MN; 1993

Major Imported Auto
Minneapolis, MN; 1983

Marvelous Magnets
Mall of America, Bloomington, MN; 1994

Metropolis
York Plaza, Edina, MN; 1988

Minneapolis Institute of Arts
Museum Shop
Minneapolis, MN; 1996-1997

Pixazz
Town Square, St. Paul, MN; 1986

Pro Motorsports
Mall of America, Bloomington, MN; 1994

Runkel Brothers American Garage
1994-2001
Mall of America, Bloomington, MN
Cherryvale Mall, Rockford, IL
Fox River Mall, Appleton, WI
Southridge Mall, Milwaukee, WI

S Michael
Edina, MN; 1985

Salisbury Flower Market
St. Anthony Main, Minneapolis, MN; 1979
Calhoun Square, Minneapolis, MN; 1984
PROJECTS
Speciality Retail Design

Serifina
Edina, MN; 2000

Shirt Crafters
Rosedale Center, St. Paul, MN; 1988

ShopNBC
Albertville, MN; 2004

Valley Booksellers
Stillwater, MN; 2000

Wedding Day Jewelers
Bloomington, MN; 1994

Wee Threads
Bonaventure Shopping Center
Minnetonka, MN; 1981
**Andersen Windows Renewal**  
St. Louis Park, MN; 1995

**Brunswick Home & Billiard Stores**  
4 locations  
CO (2); IL (1); MA (1); 2003-2006

**Creative Kidstuff**  
2 locations  
Minneapolis, MN; 1995  
Woodbury, MN; 1996

**DESQ**  
Edina, MN; 1997-1998

**Goodman Jewelers**  
8 locations  
MN (7); WI (1); 1979-1986

**Krigel’s Jewelers**  
2 locations  
MO (1); OH (1); 1995-1996

**Koenig Sports**  
4 locations  
OH (2); PA (2); 1992-1993

**Le Château**  
3 locations  
Canada (3); 1996

**Let’s Travel, Inc.**  
Lake-in-the-Hills, IL; 1995

**NordicTrack Fitness**  
2 locations  
MA (1); MI (1); 1996

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**PROJECTS**  
Prototype Retail Design/Roll-Out

**Paradise Music**  
2 locations  
AZ (1); UT (1); 1991-1992

**Record Shop**  
32 locations  
AZ (5); CA (12); IA (4); MN (7); ND (1); NV (1); UT (2); 1983-1994

**Red Wing Shoes**  
Mall of America, Bloomington, MN; 1999

**Select Comfort**  
139 locations  
AL (1); AR (1); CA (13); CO (2); CT (8);  
FL (9); GA (3); IA (3); IL (9); IN (2);  
Japan (1); KS (1); MA (4); MI (5); MN (3);  
MO (4); MT (1); NC (4); NE (3); NH (1);  
NJ (5); NM (2); NV (1); NY (11); OH (6);  
OK (3); OR (1); PA (10); SC (1); TN (5);  
TX (5); VA (2); WA (4); WI (5); 1994-1998

**Totally Organized**  
4 locations  
AZ (2); MN (2); 1995-1996

**Urban Traveler, Inc.**  
3 locations  
MN (3); 1986

**Wild Pair**  
7 locations  
CA (1); FL (1); IL (2); NJ (1); NY (1);  
OH (1); 1987-1989
PROJECTS
Retail/Service Design

Carlson Travel Network
13 locations
CA (3); DC (1); HI (1); IA (1); IL (1); MI (1); MN (2); OH (1); WA (1); WI (1);
1990-1993

Hennepin County Medical Center
Hennepin Care South Clinic, Hub Center,
Richfield, MN; 1996

Minneapolis Institute of Arts
Family Activity Area
Minneapolis, MN; 1996-1997

National Car Rental
Minneapolis, MN; 1983

Neiman Marcus/Carlson Travel Group, Inc.
Minneapolis, MN; 1997-1998

North Memorial Hospital Gift Shop
Robbinsdale, MN; 1998 & 2000

Synergy Photo Studio
Prototype; 1996
PROJECTS
Big Box Retail Design

All 4 Walls
St. Paul, MN; 1996

Amini's Galleria
Kansas City, KS; 2004
St. Louis, MO; 2005

AutoFun
Minneapolis, MN; 1997

Bachman's
Prairie Center Drive, Eden Prairie, MN; 1993
Waterford Plaza, Plymouth, MN; 1994

Becker Furniture World
Becker, MN
Prototype Redesign; 2005-2006

Billiard Factory
Houston, TX; 2002

Koenig Sports
Sawmill Center, Columbus, OH
Westerville Mall, Westerville, OH
Euclid Square Mall, Euclid, OH; 1992-1993
PROJECTS
Kiosks/Branded Displays/Store-in-Store

Andretti Racing
Licensed product concept shop; 1997

Back Home Foods
Mall Kiosk; 1999

Benjamin Moore
Instore Display; 1999

Brunswick Billiards
42 locations
Brunswick Pavilion Store-In-Store
2000-2006; AL (1); CA (1); CO (2); CT (2);
FL (2);
GA (1); IA (2); IL (2); KS (1); LA (1);
MA (1); MD (1); MI (2); MN (2); MO (1);
NC (1); NJ (1); NV (1); NY (1); OH (4);
Ontario (2); OR (1); PA (2); SD (1);
TN (1); TX (4); WA (1); 2000-2006

Colwell General, Inc.
Minneapolis, MN; 1996-1998

Eisenhart Wallcovering Co.
Hanover, PA; 1995

Hunter Douglas
Instore Display; 1999

Levolor/Home Depot Expo
"Concept Shop"; 1997

Radio AAHS
In store licensed product concept; 1996

Formica Co.
In-Store Display; 1996
Trade Show Booth; 1996
PROJECTS
Branding/Environmental Graphic Design

All 4 Walls
Naming, Identity, Store Application
St. Paul MN; 1996

AutoFun
Identity, Store Application
Minneapolis, MN; 1997-1998

Becker Furniture World
Brand Analysis
Retail Experience Audit
Rebranding
Becker, MN; 2004-2006

Body Language
Naming, Identity, Store Application
Calhoun Square, Minneapolis, MN; 1985

The Brief Encounter
Naming, Identity, Store Application
Calhoun Square, Minneapolis, MN; 1985

City of Bloomington
Brand Assessment and Repositioning
Bloomington, MN; 2000

DESQ
Naming, Identity, Store Application
Edina, MN; 1997-1998

Dimitrius
Identity, Store Application
St. Anthony Main, Minneapolis, MN; 1985

4 Fitness
Naming, Identity, Store Application
St. Anthony Main, Minneapolis, MN; 1985

Josef’s Shoe Store
Identity, Store Application
Pavilion Place, Roseville, MN
Calhoun Square, Minneapolis, MN;
1984-1986

Junkyard
Identity, Store Application
Mall of America, Bloomington, MN; 1993

Life Enhancements
Naming, Identity, Store Application
Southdale Shopping Ctr., Edina, MN; 1993

Minneapolis Institute of Arts
Concept Design, Exterior/Interior
Wayfinding System
Visitor Experience Master Plan
Minneapolis, MN; 1996-1997

Paradise Music
Identity, Store Application
Crossroads Plaza, Salt Lake City, UT
Paradise Valley Mall, Phoenix, AZ;
1991-1992

Pixazz
Identity, Store Application
Town Square, St. Paul, MN; 1986

Runkel Brothers American Garage
Naming, Identity, Store Application
Mall of America, Bloomington, MN
Cherryvale Mall, Rockford, IL
Fox River Mall, Appleton, WI; 1994-1996

Simek’s
Prototype Environmental Graphic Design
Apple Valley, MN; 2000

Wedding Day Jewelers
Identity, Store Application
Bloomington, MN; 1994

Wee Threads
Naming, Identity, Store Application
Bonaventure Shopping Center
Minnetonka, MN; 1981
PROJECTS
Shopping Center Planning and Design

Corporate Property Investors
inSTORE Retail Seminars, 1993
Maplewood Mall, Maplewood, MN
Burnsville Center, Burnsville, MN

Edward J. DeBartolo Corporation
inSTORE Retail Seminars, 1991
Great Lakes Mall, Mentor, OH
Randall Park Mall, North Randall, OH

Melvin Simon and Associates, Inc.
1988-1994
Mall of America, Event Center
Bloomington, MN
Muncie Mall, Master Plan
Muncie, IN
Muncie Mall, Tenant Design Criteria
Muncie, IN
Amigoland Mall, Tenant Design Criteria
Brownville, TX
Battlefield Mall, Tenant Design Criteria
Springfield, MO
McCain Mall, Tenant Design Criteria
Little Rock, AR
Successful long-term designer/client relationships grow out of a strong concern for the client’s interests.

STEIN is proud of its numerous repeat clients which it has cultivated through its twenty-five years in business; the following is a partial representation:

**References**

**Becker Furniture World**  
Doug Huseby  
President  
763 262 9012

**Brunswick Corporation**  
John Stransky  
President - Lifetime Fitness  
847 735 4588

**Brunswick Home & Billiard Store**  
Steve DeAlcala  
Director  
347 853 1900

**City of Bloomington**  
Mark Bernhardson  
City Manager  
612 948 8780

Larry Lee  
Community Development Director  
612 948 8947

**DESQ**  
Dennis McGraw  
Chief Executive Officer  
612 716 8554

**Select Comfort**  
Brent Hutton  
Former President, Retail Division  
812 219 2477

**ShopNBC**  
Barbara Fasching  
Store Operations Manager  
952 948 6790

**Winegard Company**  
Randall Winegard  
President  
319 754 0600

**STEIN TRENDING BRANDING DESIGN L.L.C.**

801 Washington Avenue North  
Unit 120  
Minneapolis, MN 55401  
612 338 3339  
612 338 3275 Fax  
www.steinllc.com
AFFIDAVIT OF SERVICE BY MAIL

RE: In the matter of Sanford Stein,
Certified Interior Designer
CID Number C00836

STATE OF MINNESOTA )
COUNTY OF RAMSEY ) ss.

Lynette DuFresne, being first duly sworn, deposes and says:

That at the City of St. Paul, County of Ramsey and State of Minnesota, on this the 14th day of December, 2009, she served the attached Stipulation and Order by depositing in the United States mail at said city and state, a true and correct copy thereof, properly enveloped, with first class and certified postage prepaid, and addressed to:

Mr. Sanford Stein
Stein LLC
801 Washington Avenue North
Unit 120
Minneapolis, Minnesota 55401

CERTIFIED MAIL
Return Receipt Requested
7005 1160 0002 5025 6259

Subscribed and sworn to before me on this the 14th day of December, 2009.

(Notary Public)