

1 STATE OF CALIFORNIA
2 BUSINESS, TRANSPORTATION AND HOUSING AGENCY
3 DEPARTMENT OF CORPORATIONS
4

5 TO: Lisa Druxman
6 Stroller Strides, LLC
7 1531 Crescent Place
8 San Marcos, CA 92078

9 DESIST AND REFRAIN ORDER
(For violations of Section 31110 of the Corporations Code)

10 The California Corporations Commissioner finds that:

- 11 1. At all relevant times, Lisa Druxman was the founder and executive director of Stroller Strides,
12 LLC, a limited liability company based in California.
- 13 2. At all relevant times, Stroller Strides, LLC conducted business at 1531 Crescent Place, San
14 Marcos, California 92078 and maintained a website at www.strollerstrides.com.
- 15 3. Beginning in 2002 and continuing thereafter, Lisa Druxman and Stroller Strides, LLC have
16 offered or sold franchises for the operation of fitness programs geared towards new mothers.
- 17 4. At all relevant times, Lisa Druxman and Stroller Strides, LLC granted the franchisees the
18 right to engage in the business of offering fitness programs geared towards new mothers. The
19 franchisees are entitled to, among other things, use the Stroller Strides, LLC name and trademark to
20 run their business. In addition, the franchisees are provided operations and marketing manuals.
21 Moreover, the franchisees pay an initial fee in a range of \$2,500 through \$5,000 and an ongoing
22 monthly fee in a range of \$150 through \$350, both fees dependant on the number of locations
23 acquired by the franchisee.
- 24 5. These franchises were offered or sold in this state.
- 25 6. The Department of Corporations has not issued a registration to Lisa Druxman or Stroller
26 Strides, LLC for the offer or sale of any franchise in this state. Additionally, the offer or sale of any
27 franchise of Stroller Strides, LLC is not exempt from registration.
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1 Based upon the foregoing findings, the California Corporations Commissioner is of the
2 opinion that Lisa Druxman and Stroller Strides, LLC, are offering Stroller Strides franchises in
3 California that are subject to registration under the Franchise Investment Law, in violation of
4 Corporations Code section 31110. Pursuant to section 31402 of the Corporations Code, Lisa
5 Druxman and Stroller Strides, LLC, are hereby ordered to desist and refrain from the further offer or
6 sale of Stroller Strides franchises unless and until the offers have been duly registered under the
7 Franchise Investment Law or unless exempt. This Order is necessary, in the public interest, for the
8 protection of franchisees and consistent with the purposes, policies, and provisions of the Franchise
9 Investment Law.

10 Dated: February 15, 2005
11 Los Angeles, California

12 WILLIAM P. WOOD
13 California Corporations Commissioner

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15
16 By _____
17 ALAN S. WEINGER
18 Supervising Counsel
19 Enforcement Division
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