



FIRST BUSINESS FINANCIAL SERVICES®

August 23, 2010

The Honorable Mary L. Schapiro
Chairman
U.S. Securities and Exchange Commission
100 F Street, NE
Washington, DC 20549

Dear Chairman Schapiro:

First Business Financial Services, Inc. strongly supports your recent announcement that the Commission will undertake a comprehensive review of the proxy voting and shareholder communications system.

As a smaller issuer, communication with our shareholders is very important. We are supportive of any means to improve the communication process with our beneficial owners. We feel that improved communication would be the first step in improving retail investor voting participation.

Given recent regulatory proposals, it is a good time to address changes which need to be made to facilitate increased investor voting and participation in the proxy process. We support your recommended changes and thank you for your efforts.

Sincerely,

A handwritten signature in black ink, appearing to read 'Barbara M. Conley', written over a horizontal line.

Barbara M. Conley
Sr. Vice President, General Counsel & Corporate
Secretary
First Business Financial Services, Inc.