

FIRST BUSINESS FINANCIAL SERVICES, INC.  
Form DEFA14A  
April 19, 2013

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549  
SCHEDULE 14A  
Proxy Statement Pursuant to Section 14(a) of the Securities  
EXCHANGE ACT OF 1934  
(AMENDMENT NO. )

Filed by the Registrant  Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Pursuant to §240.14a-12

First Business Financial Services, Inc.

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.
- Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

Title of each class of securities to which transaction applies:

(1 )

Aggregate number of securities to which transaction applies:

(2 )

Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

(3 )

Proposed maximum aggregate value of transaction:

(4 )

(5 ) Total fee paid:

Fee paid previously with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

Amount Previously Paid:

(1 )

Form, Schedule or Registration Statement No.:

(2 )

(3 ) Filing Party:

Date Filed:

(4 )

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BUSINESS REPLY MAIL FIRST-CLASS MAIL PERMIT NO. 4537 MADISON, WI POSTAGE WILL BE PAID  
BY ADDRESSEE FIRST BUSINESS BANK PO BOX 44961 MADISON WI 53791-9503 First Business 401  
Charmany Drive Madison WI 53719 You are invited. To attend the 2013 First Business Annual Shareholders  
Meeting.

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TIVE EDUCATEND THE MEETING The 2013 First Business Annual Shareholders Meeting. You are invited to the 2013 First Business Annual Shareholders Meeting. Board Chair Jerry Smith will conduct the meeting and offer The 2013 First Business Annual Shareholders Meeting. You are invited to the 2013 First Business Annual Shareholders Meeting. Board Chair Jerry Smith will conduct the meeting and offer opening remarks with presentations by President & CEO Corey Chambas and Senior Vice President & CFO Jim Ropella. Please join us as our guest. Monday, May 20, 2013 4:00 PM Reception to follow. Fluno Center for Executive Education 601 University Avenue Madison, WI 53715 Parking will be provided under the Fluno Center RSVP Please RSVP no later than May 6 by mailing the attached reply card or contacting Lori Stadelman at 608-232-5918 or [lstadelman@firstbusiness.com](mailto:lstadelman@firstbusiness.com) Please remember to vote your FBIZ shares by completing and returning your proxy card, by telephone at 1-800-652-8683 or over the Internet at [www.investorvote.com/FBIZ](http://www.investorvote.com/FBIZ). If you have questions about voting your shares, please call Lori Stadelman. First Business First Business Financial Services Annual Meeting of Shareholders May 20, 2013 4:00 PM CDT Fluno Center for Executive Education Shareholder Name(s) (#) will attend the meeting and reception e-mail address