

boardman
& clark llp

LAW FIRM



Jennifer M. Krueger, Attorney

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jkrueger@boardmanclark.com

December 14, 2015

RECEIVED
DEC 16 2015

City of Madison
Economic Development Division
Attention: Ruth Rohlich
P.O. Box 2983
Madison, WI 53701-2983

Dear Ms. Rohlich:

As an Ambassador of Doyenne Group, Inc., volunteers donate their time towards mentoring, speaking to and working with entrepreneurs attending Doyenne programming.

This letter is to inform you that, as an Ambassador for the Doyenne Group, I pledge to donate ten hours towards working with entrepreneurs as part of the Doyenne Group in 2016. This donation is worth \$2,700.

Ambassador volunteer hours are necessary and highly valuable to entrepreneurs to helping them establish realistic business goals, creating a plan of action for said goals, overcoming obstacles while running their businesses and providing helpful encouragement towards business success.

Sincerely,

BOARDMAN & CLARK LLP

Jennifer M. Krueger

JMK/ka

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December 17, 2015

City of Madison Economic Development Division
Attn: Ruth Rohlich
PO Box 2983
Madison, WI 53701-2983

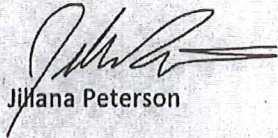
Hi Ruth,

As an Ambassador of Doyenne Group, Inc, volunteers donate their time towards mentoring, speaking to, and working with entrepreneurs attending Doyenne programming.

This letter is to inform you that I, Jilana Peterson, am pledging to donate at least 25 hours towards working with entrepreneurs of the Doyenne Group in 2016. This donation is worth \$1000.

Ambassador volunteer hours are necessary and highly valuable to entrepreneurs to helping them establish realistic business goals, creating a plan of action for said goals, overcoming obstacles while running their businesses, and provide helpful encouragement towards business success.

Sincerely,



Jilana Peterson

Zendesk Corporate Social Responsibility

----- from the desk of -----

Betsy Lundgren

December 15, 2015

City of Madison Economic Development Division
Attn: Ruth Rohlich
PO Box 2983
Madison, WI 53701-2983

Dear Ms. Rohlich:

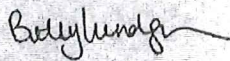
As an Ambassador of Doyenne Group, Inc., I donate my time and skills through active participation on the organization's Fundraising Committee, particularly by assisting in grant writing to raise funds that support Doyenne programming and mentoring. I also volunteer my knowledge in marketing and communications to help both the Doyenne Group and its entrepreneur members.

This letter serves to inform you that I, Betsy Lundgren, pledge to donate 20 hours toward working with Doyenne Group in the capacities outlined above throughout 2016. This donation is worth \$700.

Ambassador volunteer hours are necessary and highly valuable to the Doyenne Group as it helps entrepreneurs establish realistic business goals, create business plans to achieve those goals, overcome obstacles while running their businesses, and provide helpful encouragement towards business success.

I am honored to volunteer my time and skills in support of this valuable organization and its laudable mission. Thank you for recognizing my in-kind donation.

Sincerely,



Betsy Lundgren
Vice President of Marketing, Madison Region Economic Partnership
Member, Doyenne Fundraising Committee

December 17, 2015

City of Madison Economic Development Division
Attn: Ruth Rohlich
PO Box 2983
Madison, WI 53701-2983

Dear Ms. Rohlich:

As an Ambassador of Doyenne Group, Inc, volunteers donate their time towards mentoring, speaking to, and working with entrepreneurs attending Doyenne programming.

This letter is to inform you that I, Michelle Somes-Booher am pledging to donate 20 hours towards working with entrepreneurs part of Doyenne Group in 2016. This donation is worth \$2,000.00.

Ambassador volunteer hours are necessary and highly valuable to entrepreneurs to helping them establish realistic business goals, creating a plan of action for said goals, overcoming obstacles while running their businesses, and provide helpful encouragement towards business success.

Sincerely,



Michelle Somes-Booher, MBA

Consulting Program Manager
Wisconsin SBDC at the UW-Madison Wisconsin School of Business
Grainger Hall 3260 | 975 University Ave. | Madison, WI 53706
michelle.somesbooher@wisc.edu | 608-265-3051
<http://wisconsinsbdc.org/madison>



Working to support your success.



TOGETHER
FORWARD

December 15, 2015

City of Madison Economic Development Division
Attn: Ruth Rohlich
PO Box 2983
Madison, WI 53701-2983

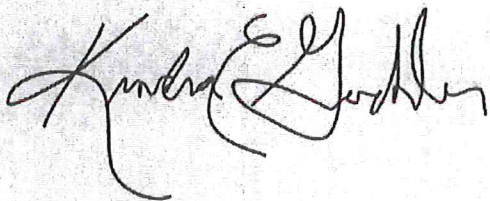
Dear Ms. Rohlich:

As an Ambassador of Doyenne Group, Inc, volunteers donate their time towards mentoring, speaking to, and working with entrepreneurs attending Doyenne programming.

This letter is to inform you that Kindra Goehler is pledging to donate 20 hours towards working with entrepreneurs part of Doyenne Group in 2016. This donation is worth \$2,500.

Ambassador volunteer hours are necessary and highly valuable to entrepreneurs to helping them establish realistic business goals, creating a plan of action for said goals, overcoming obstacles while running their businesses, and provide helpful encouragement towards business success.

Sincerely,

A handwritten signature in black ink that reads "Kindra Goehler". The signature is written in a cursive style with a large, looping initial 'K'.

Kindra Goehler
Managing Partner, Dirigible Studio

December 15, 2015

City of Madison Economic Development Division
Attn: Ruth Rohlich
PO Box 2983
Madison, WI 53701-2983

Dear Ms. Rohlich:

As an Ambassador of Doyenne Group, Inc, volunteers donate their time towards mentoring, speaking to, and working with entrepreneurs attending Doyenne programming.

This letter is to inform you that I (Rachel Rasmussen) am pledging to donate 15 hours towards working with entrepreneurs part of Doyenne Group in 2016. This donation is worth \$1050.

Ambassador volunteer hours are necessary and highly valuable to entrepreneurs to helping them establish realistic business goals, creating a plan of action for said goals, overcoming obstacles while running their businesses, and provide helpful encouragement towards business success.

Sincerely,



Rachel Rasmussen
Owner, Rescue Desk
www.RescueDeskVA.com

December 18, 2015

City of Madison Economic Development Division
Attn: Ruth Rohlich
PO Box 2983
Madison, WI 53701-2983

Dear Ms. Rohlich:

As an Ambassador of Doyenne Group, Inc, volunteers donate their time towards mentoring, speaking to, and working with entrepreneurs attending Doyenne programming.

This letter is to inform you that Jane Clark is pledging to donate 120 towards working with entrepreneurs as part of Doyenne Group in 2016. This donation is worth \$33,000.

Ambassador volunteer hours are necessary and highly valuable to entrepreneurs to helping them establish realistic business goals, creating a plan of action for said goals, overcoming obstacles while running their businesses, and provide helpful encouragement towards business success.

Sincerely,



Jane D. Clark
Clark & Gotzler, Attorneys at Law
Founding Partner



December 15, 2015

City of Madison Economic Development Division
Attn: Ruth Rohlich
PO Box 2983
Madison, WI 53701-2983

Dear Ms. Rohlich:

As an Ambassador of Doyenne Group, Inc, volunteers donate their time towards mentoring, speaking to, and working with entrepreneurs attending Doyenne programming.

This letter is to inform you that Luella Schmidt is pledging to donate 60 hours towards working with entrepreneurs part of Doyenne Group in 2016. This donation is worth \$6600.

Ambassador volunteer hours are necessary and highly valuable to entrepreneurs to helping them establish realistic business goals, creating a plan of action for said goals, overcoming obstacles while running their businesses, and provide helpful encouragement towards business success.

Sincerely,

A handwritten signature in cursive script, appearing to read "Luella J. Schmidt".

Luella J. Schmidt
CEO
Fine Point Consulting LLC

Dec 15, 2015

City of Madison Economic Development Division
Attn: Ruth Rohlich
PO Box 2983
Madison, WI 53701-2983

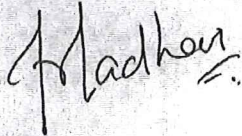
Dear Ms. Rohlich:

As an Ambassador of Doyenne Group, Inc, volunteers donate their time towards mentoring, speaking to, and working with entrepreneurs attending Doyenne programming.

This letter is to inform you that Madhavi Krishnan is pledging to donate 48 hours towards working with entrepreneurs part of Doyenne Group in 2016. This donation is worth \$4800.

Ambassador volunteer hours are necessary and highly valuable to entrepreneurs to helping them establish realistic business goals, creating a plan of action for said goals, overcoming obstacles while running their businesses, and provide helpful encouragement towards business success.

Sincerely,

A handwritten signature in black ink that reads "Madhavi". The signature is written in a cursive style with a horizontal line under the "i".

Madhavi Krishnan

Founder, Square Harvest

Crowley Conn & Associates

December 18, 2015

City of Madison Economic Development Division
Attn: Ruth Rohlich
PO Box 2983
Madison, WI 53701-2983

Dear Ms. Rohlich:

As an Ambassador of Doyenne Group, Inc, volunteers donate their time towards mentoring, speaking to, and working with entrepreneurs attending Doyenne programming.

This letter is to inform you that Kathe Crowley Conn is pledging to donate 20 hours towards working with entrepreneurs part of Doyenne Group in 2016. This donation is worth \$5,000.

Ambassador volunteer hours are necessary and highly valuable to entrepreneurs to helping them establish realistic business goals, creating a plan of action for said goals, overcoming obstacles while running their businesses, and provide helpful encouragement towards business success.

Sincerely,

Kathe Crowley Conn

Crowley Conn & Associates

7 N Pinckney St Ste 300
Madison, WI 53703

December 18, 2015

Dear Ms. Rohlich:

As a Doyenne Group Partner Organization, I am pleased to lend my strong support for Doyenne's application to the Entrepreneurship & Small Business Development Resource Fund (RFP # 8452-0-2015-RR).

The partnership between The Forward Festival and Doyenne Group brings value to the Doyenne mission and to the greater Madison business community in these ways:

- Forward Festival is an eight-day, city-wide festival taking place each year in August, with numerous events each day focusing on the entrepreneurial, startup, and business community. Forward Fest was established in 2010 with a single-day conference and has now expanded to eight days with over thirty events taking place and continuing to grow each year in attendance and variety of events.
- In 2012 Doyenne Group launched at Forward Fest's Forward Technology Conference by moderating a panel featuring five women entrepreneurs talking about their successes and challenges while running their companies. This was the only panel of the day to have women featured on a panel.
- Doyenne Group Executive Director Heather Wentler sits on the Forward Fest planning committee.
- Doyenne Group co-founders Heather Wentler & Amy Gannon sat on the Badger Startup Summit planning committee for 2014 & 2015.
- Doyenne Group organizes events during Forward Fest: 2012 & 2013-Women in Business Breakfast, 2014-5x5x5, 2015-Mentor Match & 5x5x5.
- Doyenne Group helps promote Forward Fest to their members and community followers to increase the number of women attendees at Forward Fest events. When launched, the Forward Fest had an average of approximately 20% female attendees. With Doyenne's involvement, we've seen this average increase to 30-40% per event.

Our collaborative efforts are vital to Madison's entrepreneurial and small business community and will create a broader, more integrated and economically robust city. The Doyenne mission, which aligns with so many of our company values, is focused on enhancing business creation, increasing job opportunities and generating revenues that will build economic prosperity throughout the region.

Madison is already home to many fledgling businesses on the verge of scaling to the next level of success, many of them woman or minority owned. Financial support from the

Entrepreneurship & Small Business Development Resource Fund will enable the Doyenne Group to support these businesses in their next phase of growth and beyond.

Together we can make Madison a nationally recognized city that appeals not just to women and minority business owners but also to the broader entrepreneurial community. I strongly encourage you to support the Doyenne Group's application. I am confident that the dollars will be invested well, simultaneously benefitting a diverse cadre of entrepreneurial endeavors and the economic vitality of the region.

Sincerely,

A handwritten signature in black ink, appearing to read "Matthew Younkle". The signature is fluid and cursive, with the first name "Matthew" written in a larger, more prominent script than the last name "Younkle".

Matthew Younkle
Co-Founder, The Forward Festival
Forward Events, LLC



MADISON
AREA | TECHNICAL
COLLEGE

December 14, 2015

Dear Ms. Rohlich:

As a Doyenne Group Partner Organization, we are delighted to lend our college's strong support for Doyenne's application to the Entrepreneurship & Small Business Development Resource Fund (RFP # 8452-0-2015-RR).

The partnership between Madison College and Doyenne Group brings value to the Doyenne mission, the Madison College mission, and to the greater Madison business community in several ways:

- Doyenne Group has offered scholarships to women competing in the Madison College Challenge (business planning competition)
- Madison College has offered space for Doyenne Group to use for meetings and events
- Madison College will be volunteering time from faculty and staff as part of the Ninja program
- We serve jointly on several entrepreneurship planning and programming initiatives across the community with a focus on inclusion, access and diversity

Our collaborative efforts are vital to Madison's entrepreneurial and small business community and will create a broader, more integrated and economically robust city. The Doyenne mission, which aligns with Madison College's mission and program priorities, is focused on enhancing business creation, increasing job opportunities and generating revenues that will build economic prosperity throughout the region.

Madison is already home to many fledgling businesses on the verge of scaling to the next level of success, many of them woman or minority owned. Financial support from the Entrepreneurship & Small Business Development Resource Fund will enable the Doyenne Group to support these businesses in their next phase of growth and beyond.

Together, we can make Madison a nationally recognized city that appeals not just to women and minority business owners, but also to the broader entrepreneurial community. We strongly encourage you to support the Doyenne Group's application. We are confident that the dollars will be invested well, simultaneously benefitting a diverse cadre of entrepreneurial endeavors and the economic vitality of the region.

Sincerely,

Turina R. Bakken, Ph.D., Vice Provost, Madison College

(on behalf of our Entrepreneurship Center team: Dr. Turina Bakken, Business and Applied Arts Dean Bryan Woodhouse, Associate Dean Erin Kohl, and Entrepreneurship/Small Business program director Jill Huizenga)

12/11/2015

Dear Ms. Rohlich:

As a Doyenne Group Partner Organization, I am pleased to lend my strong support for Doyenne's application to the Entrepreneurship & Small Business Development Resource Fund (RFP # 8452-0-2015-RR).

The partnership between 1 Million Cups Madison and Doyenne Group brings value to the Doyenne mission and to the greater Madison business community in these ways:

1 Million Cups and Doyenne Group collaborate through referring entrepreneurs to each other's services. 1 Million Cups provides a weekly event for entrepreneurs from across the state and surrounding areas, including Doyenne Group leaders and members, to submit an application to come and pitch their business to a diverse business-focused audience as well as live streams, posts video from the event and has an article written in the CapTimes about the presenter and their business

1 Million Cups will also be hosting their events within StartingBlock Madison, once the facility is open, which will be in the same location as where Doyenne Group's office will be housed and available for entrepreneurs to receive support or feedback based on their pitches at 1 Million Cups. 1 Million Cups Organizers, who consist of a VP of a healthcare tech firm, a venture capitalist, an attorney, and healthcare consultant, provide mentorship to each entrepreneur.

Our collaborative efforts are vital to Madison's entrepreneurial and small business community and will create a broader, more integrated and economically robust city. The Doyenne mission, which aligns with so many of our company values, is focused on enhancing business creation, increasing job opportunities and generating revenues that will build economic prosperity throughout the region.

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Together we can make Madison a nationally recognized city that appeals not just to women and minority business owners but also to the broader entrepreneurial community. I strongly encourage you to support the Doyenne Group's application. I am confident that the dollars will be invested well, simultaneously benefitting a diverse cadre of entrepreneurial endeavors and the economic vitality of the region.

Sincerely,
Rachel Neill
VP/Organizer
1 Million Cups Madison