

1<sup>st</sup> Advantage Real Estate  
302 S. Jefferson St.  
Verona, WI 53593

April 11, 2016

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

Dear Ms. Rohlich,

It is a pleasure to express my gratitude to the Hispanic Chamber of Commerce of Wisconsin (HCCW) as a community leader that helped me advance as an entrepreneur. As a member I received business assistance from the HCCW to improve my business, strengthen my community relationships and nurture my entrepreneurial spirit. I was able to communicate directly with the HCCW staff in the language of my preference and it made me feel welcomed. As a result of the attraction model provided by the HCCW via its Business Services and access to capital program, I developed an interest to advance the growth of my business and now I thankfully have hires 4 employees, expanded into a new region, purchased equipment, grown my business by provided services to new referral clients.

As a business owner in the State of Wisconsin, and on behalf of 1<sup>st</sup> Advantage Real Estate, please accept this letter of support in favor of the HCCW Nuevo Futuro: Entrepreneurship & Small Business Development Resource Fund program to continue to assist entrepreneurs and businesses in the City of Madison. Given my own experience with the HCCW, I am confident the HCCW will provide outstanding services and access to capital opportunities to businesses in Madison. I pledge to donate 40 hours to the HCCW Nuevo Futuro Program to provide guidance and counseling to entrepreneurs on their purchase of office/work space; this donation is worth \$400. My hours will be distributed by the HCCW staff to align and serve the entrepreneurs and businesses participating in the HCCW Nuevo Futuro Program.

Yours Truly in the City of Madison Entrepreneurial & Economic Success,



Mary Pangman Schmitt, President  
1<sup>st</sup> Advantage Real Estate  
302 S. Jefferson St.  
Verona, WI 53593  
Telephone 262-492-1124  
Email: mpsbluebird@gmail.com



**Astronautics Corporation of America**

Post Office Box 523, Milwaukee, Wisconsin 53201-0523  
Tel. (414) 449-4000 Fax (414) 449-4399

April 12, 2016

Chad Cundiff  
President

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

CC: Matthew Mikolajewski, Director, City of Madison Economic Development Division  
Natalie Erdman, Director, City of Madison Department of Planning and Community and Economic  
Development Michael Miller, Grants Administrator, City of Madison

**RE: HCCW-Astronautics Letter of Support for HCCW Grant Application to the City of Madison  
RFP#8452-0-2015-RR Entrepreneurship & Small Business Development Resource Fund**

Dear Ms. Rohlich and the City of Madison Review Committee:

Please accept this letter of support for the HCCW Nuevo Futuro: Entrepreneurship & Small Business Development Resource Fund program that will provide valuable business services to technology businesses in Madison. Astronautics is a high-tech business that has benefited from the assistance of HCCW. We have found the HCCW to be an outstanding resource, quick to engage and partner on key opportunities and I believe they would benefit other technology businesses looking for a business development partner.

My experience with the HCCW is that they provide outstanding services and I strongly recommend the HCCW as a resource for other technology businesses in the state of Wisconsin. Their long record of achievement in the state speaks for itself.

Sincerely,

ASTRONAUTICS CORPORATION OF AMERICA

Chad Cundiff  
4115 North Teutonia Avenue  
Milwaukee, WI 53209  
(414) 449-4070  
[c.cundiff@astronautics.com](mailto:c.cundiff@astronautics.com)



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April 11, 2016

City of Madison

Economic Development Division

Attn: Ruth Rohlich

P.O. Box 2983

Madison, WI 53701-2983

Dear Ms. Rohlich,

It is a pleasure to express my gratitude to the Hispanic Chamber of Commerce of Wisconsin (HCCW) as a community leader that helped me advance as an entrepreneur. As a non-member, I received business assistance from the HCCW to improve my business, strengthen my community relationships and nurture my entrepreneurial spirit. As a result of the attraction model provided by the HCCW via its Business Services and access to capital program, I developed an interest to advance the growth of my business and now I thankfully have 2 consultants and programmer, expanded into a new business direction, purchased cloud-based services, grown my business by 25%, provided services to new referral clients.

As a technology business owner in the State of Wisconsin, and on behalf of Borak Solutions, LLC, please accept this letter of support in favor of the HCCW Nuevo Futuro: Entrepreneurship & Small Business Development Resource Fund program to continue to assist entrepreneurs and businesses in the City of Madison. Given my own experience with the HCCW, I am confident the HCCW will provide outstanding services and access to capital opportunities to businesses in Madison. I pledge to donate 10 hours a week to the HCCW Nuevo Futuro Program; this donation is worth \$2,750 a week. My hours will be distributed by the HCCW staff to align and serve the entrepreneurs and businesses participating in the HCCW Nuevo Futuro Program.

Yours Truly in the City of Madison Entrepreneurial & Economic Success,

A handwritten signature in black ink, appearing to read 'Humayun Khan', is written over a horizontal line.

Humayun Khan  
Chief Solutions Architect/CEO  
Borak Solutions LLC  
10435 W Plum Tree Circle,  
Hales Corners, WI-53130  
715-412-0441  
humayun@boraksolutions.com



April 13, 2016

Ms. Ruth Rohlich  
Business Development Specialist  
City of Madison Economic Development Division  
215 Martin Luther King Jr. Blvd  
MMB 300  
Madison, WI 53703

CC: Matthew Mikolajewski, Director, City of Madison Economic Development Division  
Natalie Erdman, Director, City of Madison Department of Planning and Community and  
Economic Development  
Michael Miller, Grants Administrator, City of Madison

Re: Catholic Multicultural Center Letter of Support for the HCCW Nuevo Futuro  
Entrepreneurship & Small Business Development Resource Fund

Dear Ruth and the City of Madison Review Committee:

I am pleased to provide this letter of support for the Hispanic Chamber of Commerce of Wisconsin (HCCW) Nuevo Futuro: Entrepreneurship & Small Business Development Resource Fund, which is a great opportunity for the City of Madison to attract valuable funding and resources that will serve technology businesses owned by women and people of color, among others. The HCCW Nuevo Futuro Fund provides an exceptional opportunity for Madison businesses to access capital that will help them establish, grow and expand their businesses.

The Catholic Multicultural Center supports the HCCW Nuevo Futuro Fund that aligns with serving the needs of entrepreneurs, innovators, start-ups and small businesses aiming to expand and/or commercialize, especially within the technology field.

The City of Madison in partnership with the HCCW provides a unique funding opportunity to drive economic development outcomes of technology business owners in Madison.

The HCCW could be a valuable partner and asset to the community we serve, in particular technology businesses run by women and people of color, among others. I highly recommend the HCCW for consideration of funding and look forward to working with them to advance the growth and development of technology businesses in Madison.

Sincerely,

A handwritten signature in black ink, appearing to read "Andy Russell", written over a horizontal line.

Andy Russell  
Director

Phone: 608-661-3512 Fax: 608-661-0363  
www.cmcmadison.org 1862 Beld Street, Madison, WI 53713

April 13, 2016

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

Dear Ms. Rohlich,

It is a pleasure to express my gratitude to the Hispanic Chamber of Commerce of Wisconsin (HCCW) as a community leader that helped me advance as an entrepreneur. As a member I received business assistance from the HCCW to improve my business, strengthen my community relationships and nurture my entrepreneurial spirit. I was able to communicate directly with the HCCW staff in the language of my preference and it made me feel welcomed. As a result of the attraction model provided by the HCCW via its Business Services and access to capital program, I developed an interest to advance the growth of my business.

As a business owner in the State of Wisconsin, and on behalf of Frank Medina Insurance, please accept this letter of support in favor of the HCCW Nuevo Futuro: Entrepreneurship & Small Business Development Resource Fund program to continue to assist entrepreneurs and businesses in the City of Madison. Given my own experience with the HCCW, I am confident the HCCW will provide outstanding services and access to capital opportunities to businesses in Madison.

I pledge to donate 10 hours to the HCCW Nuevo Futuro Program; this donation equals \$400 of my time. My hours will be distributed by the HCCW staff to align and serve the entrepreneurs and businesses participating in the HCCW Nuevo Futuro Program. I will be available to answer questions and service the needs of any small business.

Yours Truly in the City of Madison Entrepreneurial & Economic Success,



Frank Medina  
Frank Medina Insurance  
342 N Water St Ste 600, Milwaukee, WI 53202  
414-877-0777  
frank@frankmedinainsurance.com



10200 55<sup>th</sup> Street, Kenosha, WI 53144  
Tel: (262) 891-9700 Fax: (262) 891-9701  
www.kenall.com

April 12, 2016

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

CC: Matthew Mikolajewski, Director, City of Madison Economic Development Division  
Natalie Erdman, Director, City of Madison Department of Planning and Community and  
Economic Development  
Michael Miller, Grants Administrator, City of Madison

RE: **Kenall Manufacturing Letter of Support for the HCCW Entrepreneurship & Small  
Business Development Resource Fund**

Dear Ms. Rohlich and the City of Madison Review Committee:

Please accept this letter of support for the Hispanic Chamber of Commerce of Wisconsin (HCCW) Nuevo Futuro: Entrepreneurship & Small Business Development Resource Fund program that will provide valuable capital and business services to technology businesses in Madison. Kenall Manufacturing is a premiere commercial lighting manufacturer whose vision includes a commitment to LED technology as a strong, viable, energy efficient and sustainable lighting solution for a wide variety of applications; providing savings that can be further enhanced through the intelligent use of lighting controls. As a technology business, our work with the HCCW has been very positive. The HCCW has a proven track record of assisting businesses across a spectrum of services, from premier workforce development to business assistance and access to capital. We have found the HCCW to be an outstanding resource for Kenall Manufacturing for workforce development and business assistance and highly recommend the HCCW to any technology businesses for business development.

Given my own experience with the HCCW, I am confident the HCCW will provide outstanding services and access to capital opportunities to technology businesses in Madison. I highly recommend the HCCW as a resource for technology businesses in the City of Madison as they have a long track record of success and provide excellent services in Madison, Milwaukee and throughout the state.

Sincerely,

Adrienne Cramer  
Director, Human Resources



13 April 2016

Ms. Ruth Rohlich  
Business Development Specialist  
City of Madison Economic Development Division  
215 Martin Luther King Jr. Blvd  
MMB 300  
Madison, WI 53703

CC: Matthew Mikolajewski, Director, City of Madison Economic Development Division  
Natalie Erdman, Director, City of Madison Department of Planning and Community and  
Economic Development  
Michael Miller, Grants Administrator, City of Madison

**RE: Wisconsin Business Development Letter of Support for the HCCW Nuevo Futuro  
Entrepreneurship & Small Business Development Resource Fund**

Dear Ruth and the City of Madison Review Team:

Wisconsin Business Development has been supportive of the minority chambers, including the Hispanic Chamber of Commerce of Wisconsin, Inc. (HCCW) by providing back room services during the start-up phase of their lending programs. Wisconsin Business Development intends to continue its support of HCCW in a similar capacity to the extent we have available resources.

The ability for women and minority-owned technology businesses in Madison to have access to more capital is definitely a positive for the local economy.

Sincerely,

Dan Schneider, President & CEO  
Wisconsin Business Development

April 13, 2016

Ms. Ruth Rohlich  
Business Development Specialist  
City of Madison Economic Development Division  
215 Martin Luther King Jr. Blvd  
MMB 300  
Madison, WI 53703

CC: Matthew Mikolajewski, Director, City of Madison Economic Development Division  
Natalie Erdman, Director, City of Madison Department of Planning and Community and  
Economic Development  
Michael Miller, Grants Administrator, City of Madison

Re: Weinert Center for Entrepreneurship Letter of Support for the HCCW Nuevo Futuro Entrepreneurship &  
Small Business Development Resource Fund

Dear Ruth and City of Madison Review Committee:

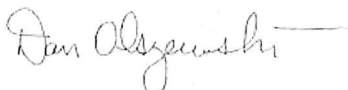
The ability to access capital can be a critical factor in a company's ability to succeed. It can be a challenge for startup technology companies in Madison and is often an even greater challenge for first time entrepreneurs from under represented populations. The Hispanic Chamber of Commerce of Wisconsin (HCCW) Nuevo Futuro: Entrepreneurship & Small Business Development Resource Fund is designed to provide Madison entrepreneurs improved access to capital that will help them establish, grow and expand their businesses. Providing funding to aspiring entrepreneurs is a goal that the Weinert Center is pleased to support.

The mission of the Weinert Center is to improve society and the lives of our students through a portfolio of teaching, research, and service activities centered around:

- Launching entrepreneurial ventures and successfully navigating the crucial transitions of high-growth firms
- Evaluating and managing the associated risks of funding start-up and early-stage companies
- Understanding and influencing the local, state, and national public policies that facilitate successful entrepreneurship
- Moving science and knowledge into entrepreneurial ventures

The HCCW could be a valuable partner and asset to the UW community we serve, in particular technology businesses run by women and people of color, among others. We are hopeful that additional funding will enable more entrepreneurs to be successful.

Sincerely,



Dan Olszewski  
Director of Weinert Center for Entrepreneurship

Weinert Center for Entrepreneurship

Wisconsin School of Business 5110 Grainger Hall 975 University Avenue Madison, WI 53706  
P: 608-263-2882 E: WeinertCenter@bus.wisc.edu www.bus.wisc.edu



# LEGACY

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Sun Prairie, WI 53590

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F: 608.834.9756

[www.legacy-investments.com](http://www.legacy-investments.com)

April 12, 2016

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

Dear Ms. Rohlich,

It is a pleasure to express my gratitude to the Hispanic Chamber of Commerce of Wisconsin (HCCW) as a community leader that helped me advance as an entrepreneur. As a non-member I have connected with the HCCW Staff to learn about opportunities to improve my business, strengthen my community relationships and nurture relationships with other entrepreneurs.

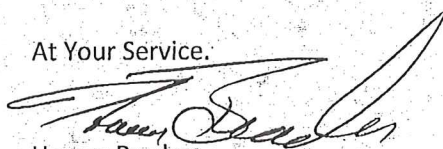
As a result of the attraction model provided by the HCCW via its Business Services, I have grown my business. I look forward to helping other entrepreneurs build successful thriving businesses.

As a business owner in the State of Wisconsin, and on behalf of Legacy Investments & Insurance Services, Inc., please accept this letter of support in favor of the HCCW Nuevo Futuro: Entrepreneurship & Small Business Development Resource Fund program to continue to assist entrepreneurs and businesses in the City of Madison. Given my own experience with the HCCW, I am confident the HCCW will provide outstanding services and access to capital opportunities to businesses in Madison.

I pledge to donate 20 hours to the HCCW Nuevo Futuro Program; this donation is worth \$3000. My hours will be distributed by the HCCW staff to align and serve the entrepreneurs and businesses participating in the HCCW Nuevo Futuro Program. Working alongside HCCW we anticipate conducting seminars on employer sponsored retirement plans and individual financial literacy classes. One of our primary goals is to guide the entrepreneurs and their employees to save for their current financial needs and their future retirement income needs.

*"Whether or not Americans have a retirement savings plan is a key factor in their outlook about having an affordable retirement. The 2015 RCS by EBRI/Greenwald & Associates finds that the nation's retirement confidence continues to rebound from the record lows experienced between 2009 and 2013—but this is based on the increasing optimism of those who indicate they and/or their spouse have a retirement plan." {Ruth Helman, Craig Copeland, and Jack VanDerhei, "The 2015 Retirement Confidence Survey: Having a Retirement Savings Plan a Key Factor in Americans' Retirement Confidence," EBRI Issue Brief, no. 413 (Employee Benefit Research Institute, April 2015).}*

At Your Service.



Homer Braden  
President

# TELCOM data

Improving Your Business Through Telcom

April 12, 2016

City of Madison

Economic Development Division

Attn: Ruth Rohlich

P.O. Box 2983

Madison, WI 53701-2983

Dear Ms. Rohlich,

It is a pleasure to express my gratitude to the Hispanic Chamber of Commerce of Wisconsin (HCCW) as a community leader that helps advance businesses in the technology industry. As a member I have the opportunity to receive business assistance from the HCCW to improve my business, strengthen my community relationships and nurture my leadership and entrepreneurial spirit. I was able to communicate directly with the HCCW staff in the language of my preference and it made me feel welcomed. As a result of the attraction model provided by the HCCW via its Business Services and access to capital program, we have been able grow our business here in Wisconsin and nationwide.

As a President of a technology business in the State of Wisconsin, and on behalf of Telcom Data, please accept this letter of support in favor of the HCCW Nuevo Futuro: Entrepreneurship & Small Business Development Resource Fund program to continue to assist entrepreneurs and businesses in the City of Madison. Given our experience with the HCCW, I am confident the HCCW will provide outstanding services and access to capital opportunities to businesses in Madison.

Telcom & Data looks forward to working with HCCW and helping other businesses and entrepreneurs grow and sustain their companies.

Please feel free to call upon me personally and to visit us on line at [www.telcom-data.com](http://www.telcom-data.com)

Yours Truly in the City of Madison Entrepreneurial & Economic Success,

Sincerely,

Ricardo Trinidad

President

Telcom & Data Inc.

[rtrinidad@telcom-data.com](mailto:rtrinidad@telcom-data.com)

414-831-5834



April 12, 2016

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

Dear Ms. Rohlich,

It is a pleasure to express my gratitude to the Hispanic Chamber of Commerce of Wisconsin (HCCW) as a community leader that helped me advance as an entrepreneur of a technology business. The HCCW provides great business assistance and offers a diverse network of businesses to work with and learn from. As a result of the attraction model provided by the HCCW via its Business Services and access to capital program, I developed an interest to advance the growth of my business and now I thankfully have 2 more employees. With these two employees I was able to expand beyond the Milwaukee area, which has grown our overall business by 15%. This in turn has also led to new customer referrals and future business opportunity. I would also like to note that with the help of the capital program we were able to purchase some much needed office equipment that has allowed us to work more efficiently.

As a technology business owner in the State of Wisconsin, and on behalf of TTK Electronics, please accept this letter of support in favor of the HCCW Nuevo Futuro: Entrepreneurship & Small Business Development Resource Fund program to continue to assist entrepreneurs and businesses in the City of Madison. Given my own experience with the HCCW, I am confident the HCCW will provide outstanding services and access to capital opportunities to technology businesses in Madison. I highly recommend the HCCW as a resource for technology businesses in the City of Madison as they have a long track record of success and provide excellent services in Madison, Milwaukee and throughout the state.

Sincerely,

A handwritten signature in black ink, appearing to read 'Juan Hernandez', written over a white background.

Juan Hernandez  
CEO

Phone: 414-290-0585

Email: [jjh@tkkelectronics.com](mailto:jjh@tkkelectronics.com)

**TKK Electronics, LLC**  
**117 W. Walker Street, #24 - Milwaukee, WI 53204**  
**Toll Free Phone: 1-888-968-6844**

**From:** Stephanie Jung [mailto:StephanieJ@shfbmadison.org]  
**Sent:** Wednesday, April 13, 2016 10:52 AM  
**To:** Joanna Cervantes <joanna@hccw.org>  
**Subject:** Second Harvest Reference

Hi Joanna,

I am pleased to provide a reference for the Hispanic Chamber of Commerce of Wisconsin (HCCW) Nuevo Futuro: Entrepreneurship & Small Business Development Resource Fund. While we are in the process of developing our partnership, I am willing to speak as a reference to our plans thus far. In the event that funding is awarded to the Hispanic Chamber of Commerce of Wisconsin for the purpose of the HCCW Nuevo Futuro Fund, the Second Harvest Foodbank of Southern Wisconsin is willing to commit to the following:

- Provide SNAP education and application assistance to potential participants including entrepreneurs and to their employees;
- Promote the Hispanic Chamber of Commerce of Wisconsin's employment and training program and HCCW Nuevo Futuro Fund through distribution of provided collaterals at sites and outreach events throughout the City of Madison; and
- Refer FoodShare applicants we individually assist to the HCCW Nuevo Futuro Fund when applicable.

Please feel free to contact me with any questions you may have about the intentions of our partnership.

Sincerely,  
Stephanie Jung



Stephanie Jung  
FoodShare Outreach Manager

Second Harvest Foodbank of Southern Wisconsin  
2802 Dairy Drive  
Madison, WI 53718  
tel +1.608.216.7238  
fax +1.608.223.9840  
[StephanieJ@shfbmadison.org](mailto:StephanieJ@shfbmadison.org)  
[SecondHarvestMadison.org](http://SecondHarvestMadison.org)

Our mission is to end hunger in southwestern Wisconsin through community partnerships. To learn more, go to [SecondHarvestMadison.org](http://SecondHarvestMadison.org).



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## Freedom Sky Technologies, LLC

April 11, 2016

City of Madison

Economic Development Division

Attn: Ruth Rohlich

P.O. Box 2983

Madison, WI 53701-2983

Dear Ms. Rohlich,

It is a pleasure to express my gratitude to the Hispanic Chamber of Commerce of Wisconsin (HCCW) as a community leader that helped me advance as an entrepreneur. As a member I received business assistance from the HCCW. In my personal experience working with the HCCW, I am fortunate to have received one-on-one technical assistance in certifying my business as a Minority Business Enterprise (MBE) in the State of Wisconsin and in Milwaukee County. This certification led to increased business contacts and access to Government opportunities which will lead to future revenue and growth of my company.

The HCCW provides numerous opportunities to connect with individuals and businesses that I routinely would not encounter through my networks. As a result, I make every attempt to participate in their monthly membership meetings, annual signature events, and most importantly volunteer in the HCCW community development programming. I was able to communicate directly with the HCCW staff in the language of my preference and it made me feel welcomed. As a result of the attraction model provided by the HCCW via its Business Services and access to capital program, I developed an interest to advance the growth of my business and now I thankfully have achieved a life goal of owning a business.

As a technology business owner in the State of Wisconsin, and on behalf of Freedom Sky Technologies, please accept this letter of support in favor of the HCCW Nuevo Futuro: Entrepreneurship & Small Business Development Resource Fund program to continue to assist entrepreneurs and businesses in the City of Madison. Given my own experience with the HCCW, I am confident the HCCW will provide outstanding services and access to capital opportunities to businesses in Madison.

Yours Truly in the City of Madison Entrepreneurial & Economic Success,

David Garcia



President, Freedom Sky Technologies, LLC, Ph. 414-791-5848/email; [dgarcia@freedomskytechnologies.com](mailto:dgarcia@freedomskytechnologies.com)

**From:** Salvador Carranza <[salcandresen@icloud.com](mailto:salcandresen@icloud.com)>  
**Date:** Tuesday, April 12, 2016 at 9:05 PM  
**To:** <[rohlich@cityofmadison.com](mailto:rohlich@cityofmadison.com)>  
**Cc:** <[jorge@hccw.org](mailto:jorge@hccw.org)>, Leana Nakielski <[leana@hccw.org](mailto:leana@hccw.org)>  
**Subject:** Grant proposal

Dear Ms. Rohlich and the City of Madison Review Committee:

Please accept this e-mail in support for the HCCW Nuevo Futuro: Entrepreneurship & Small Business Development Resource Fund program that will provide valuable capital and business services to technology businesses in Madison that are owned by women, people of color and others. I have worked with the HCCW for several years and value the important business assistance services they provide the greater community. In the past 1-2 years the HCCW expanded to Madison, WI and are now offering valuable business assistance to the greater Madison community. I express my support for the Hispanic Chamber of Commerce of Wisconsin (HCCW) as a community leader in business development, especially in regards to technology businesses. The HCCW's expertise and long track record of providing business services to businesses at various stages of growth, including the development of business plans and financial services to improving supplier diversity, deal flow and providing access to capital, makes the HCCW an excellent organization for the City of Madison to partner with in their efforts to expand the number of and improve services to technology businesses owned by women and people of color, among others.

The HCCW, in particular, is partnering with several UW System Universities to connect university students with entrepreneurial and workforce development opportunities. Given my own experience with the HCCW, I am confident the HCCW will provide outstanding services and access to capital opportunities to technology businesses in Madison. I highly recommend the HCCW as a resource for technology businesses in the City of Madison as they have a long track record of success and provide excellent services in Madison, Milwaukee and throughout the state.

Sincerely,

Salvador L. Carranza  
Senior Academic Planner  
University of Wisconsin System

Sent from my iPhone

## Rohlich, Ruth

---

**From:** Tom Spitz [tspitz@settlerswi.com]  
**Sent:** Thursday, April 28, 2016 5:29 PM  
**To:** Rohlich, Ruth  
**Cc:** Jorge Franco; Joanna Cervantes  
**Subject:** RE: HCCW Loan Fund

Ruth:

I am sorry for any delay. I have been in a data processing system demonstration for the better part of the day but am providing my responses to your questions below. Please let me know if you have any additional questions.

Best regards,

Tom

-----Original Message-----

**From:** Rohlich, Ruth [mailto:RRohlich@cityofmadison.com]  
**Sent:** Thursday, April 28, 2016 11:11 AM  
**To:** Tom Spitz  
**Cc:** April Tobin; Jorge Franco; Joanna Cervantes  
**Subject:** HCCW Loan Fund

Hello Mr. Spitz,

Thank you for your letter describing your partnership with the Hispanic Chamber of Commerce of WI. We had a few follow up questions regarding the partnership:

1) Is the funding part of a CRA program?

Settlers bank's interest in the proposed program is driven by our interest in the economic vitality of the markets that we serve. Of course in this case, the City of Madison and its economic growth is the focus of the program. Economic growth strengthens our existing customers and is an excellent source of new customers in terms of qualified loan deal flow that the program generates. In regards to CRA, banks are encouraged under CRA to make monetary investments in community building programs and Settlers Bank welcomes any CRA credit available from its participation in this program but has no such requirement specifically.

2) Are there restrictions as to who can apply for these funds? Must applicants be LMI?

Although the proposed program is likely to include LMI deal flow, the program is LMI-neutral. Thus, there may be LMI applicants among the population of applicants but there will be no focus or emphasis benefiting one applicant over any other. This approach mirrors Settlers bank's own philosophy and was a factor in our decision to support it.

3) Will HCCW have full control over who receives the funding? Will their Loan Review Committee do the underwriting?

My understanding is that the HCCW will partner its professional staff with investors to underwrite and make informed and productive decisions. HCCW staff will use the program to assist in positioning all applicants to be prepared and successful in their endeavors and then the program will create a committee of investors to process applications and make informed decisions. This partnership will allow experienced lenders to help approve loans based on strong applications with comprehensive business plans.



Thank you for your time. Please let me know if you have questions.

Thanks,  
Ruth

Sent from my iPhone