First Business Financial Services, Inc.

Form 4

Common

Common

Common

Stock

Stock

Stock

11/16/2010

November 30, 2010

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION								OMB APPROVAL		
Washington, D.C. 20549							OMB Number:	3235-0287		
if no longe	Check this box if no longer subject to Section 16. Form 4 or						Expires:	January 31, 2005		
Section 16							Estimated average burden hours per response 0.5			
Form 5 obligations may continue. See Instruction  Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940										
1(b).										
(Print or Type R	esponses)									
1. Name and Address of Reporting Person 2. Issuer ROPELLA JAMES F Symbol				Name <b>and</b>	Ticker or T	rading	5. Relationship of Reporting Person(s) to Issuer			
			First Bus nc. [FBI	iness Fin Z]	ancial Se	ervices,	(Check all applicable)			
(Last) 401 CHARM	(First) (Middle) 3. Date of (Month/DaARMANY DRIVE 11/16/20			•			Director 10% OwnerX Officer (give title Other (specify below) Senior VP and CFO			
			nendment, Date Original (onth/Day/Year)			6. Individual or Joint/Group Filing(Check Applicable Line) _X_Form filed by One Reporting Person				
MADISON, WI 53719  — Form filed by More than One Reporting Person										
(City)	(State) (Z	Zip)	Table	I - Non-De	erivative S	ecurities Ac	quired, Disposed of	f, or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deeme Execution any (Month/Da	Date, if	3. Transactio Code (Instr. 8)	4. Securit onAcquired Disposed (Instr. 3,	(A) or of (D)	Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
_				Code V	Amount		(Instr. 3 and 4)			

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control

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#### number.

8. Pr Deriv Secu (Inst

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transactic Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)			7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 22					<u>(1)</u>	01/27/2013	Common Stock	10,000
Employee Stock Option (Right to Buy)	\$ 24					(2)	10/18/2014	Common Stock	4,000

# **Reporting Owners**

Reporting Owner Name / Address	Relationships
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Director 10% Owner Officer Other

ROPELLA JAMES F 401 CHARMANY DRIVE MADISON, WI 53719

Senior VP and CFO

## **Signatures**

/s/ Mark T. Plichta, Attorney-in-Fact

\*\*Signature of Reporting Person Da

# **Explanation of Responses:**

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The option vested and became exercisable in four equal annual installments on January 27, 2004, 2005, 2006 and 2007.
- (2) The option vested and became exercisable in four equal annual installments on October 18, 2005, 2006, 2007 and 2008.

Reporting Owners 2

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