

July 24, 2025

To Whom It May Concern,

*It is my pleasure to recommend Tracy L. Williams. The first time I met Tracy was ten years ago when she was leading on behalf of the UW Foundation and Alumni Association. She reached out to me and my best friend, Virgil Abloh, asking us to return to campus and to engage with donors, alumni, students, and friends of the University. I have been told that our return to campus became a historical moment for the university. For me, it was a joy to return to a place that had such a profound impact on my journey and to share my experiences with students and Tracy led it all.*



*I have had the opportunity to meet some revered and influential people around the world and Tracy stands out among them. The combination of her creative ideas, ability to bridge worlds through her leadership, detailed organization and networking have improved every organization that she has ever been a part of. I have had the honor of building and sustaining award winning restaurants in Manhattan, traveling the world, and in a circle of successful entrepreneurs of diverse mediums, my time is limited, and I am very selective in who I allow in my circle. Tracy is part of that circle.*

*From the first time I spoke to Tracy, I was convinced to work with her as her enthusiasm and spirit were immediately contagious. She was so genuine and treated me like we had been collaborators for a decade even when it was our first time working together. Due to the trust and confidence that I have in Tracy and any event she is organizing and knowing that me and my company will be well represented — I have returned several more times to UW Madison and have been part of several projects that she has led over the years. We even partnered by hosting an event with actor Coleman Domingo and university leaders at one of my restaurants in New York.*

*I have witnessed the high level of respect, influence, hard work and loyalty that Tracy is surrounded by. Tracy embodies unique and rare qualities as a person, professional, and leader that make her so influential. When she engages, it is obvious that she genuinely cares and comfortably becomes proximate with people from all walks of life. As an entrepreneurial leader, she embodies the qualities I have seen in the most successful people I've worked with. In witnessing her face adversity and loss, she is persistent and continues to create impact in all that she does. This is why she has been honored as a leader and leaves such a lasting impression. I fully support her, trusting that as a woman who embodies her qualities, she will continue to lead with great influence, making the world a better place with likeminded people.*

With Great Respect and Admiration,

Gabriel Stulman

CEO/Founder Happy Cooking Hospitality