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The Southeast Wisconsin Chapter of the International Institute of Business Analysis names Trissential 2007 Premier Chapter Sponsor

Milwaukee – (March 27, 2007) – The Board of Directors for the Southeast Wisconsin Chapter of the International Institute of Business Analysis (IIBA) selected Trissential as the organization's Premier Chapter Sponsor for 2007. Trissential was chosen because of its commitment to promoting the role of the business analyst.

Trissential was instrumental in the formation of the SE Wisconsin Chapter last year and in September 2006, chapter members elected Dave DeBruine, Trissential Business Analyst/Senior Essentialist, to serve as chapter president for a three year term.

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IIBA is an international nonprofit organization dedicated to furthering the practice of business analysis. The organization was formed in March 2004 and is quickly becoming the leading world-wide professional association that develops and maintains standards for the practice of business analysis and for the certification of practitioners. <http://www.theiiba.org>.

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About Trissential

Trissential, a management consulting company specializing in business improvement, helps companies make better decisions at every level of the organization, from product to process to market innovation. Trissential's approach recognizes the interdependency of the three essentials — strategy, management, and execution. Trissential employs more than 35 senior-level consultants at offices in Milwaukee and Minneapolis. www.trissential.com.