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**Trissential Receives Wisconsin Small Business Success Award**

**Hartland, Wisc., December 5, 2007** — Trissential, a business improvement and project implementation company, has been honored with a 2007 Wisconsin Small Business Success Award. The company earned the award for growing quickly since its founding in 2002 and for promoting a culture of continuous improvement.

The Wisconsin Small Business Success Award is given annually to eight businesses in the state demonstrating overall achievement in one or more of the following areas:

- Adapting to new market conditions
- Solid growth
- Rapid financial gain
- Overcoming adversity.

The awards are sponsored by Associated Bank, *Corporate Report Wisconsin*, and the University of Wisconsin, Oshkosh College of Business.

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“My partner Michael Vinje and I have consulting backgrounds, and we believe that a significant number of leaders of mid-sized companies want a business partner that can help their organization step up to a new level of achievement,” said Keith Korsi, principal and co-founder. “Trissential specializes in business improvement by focusing on the interdependency of the three essentials – strategy, management, and execution. Getting even one of those right can have an impact on a company’s bottom line; get all three right and the impact can be incredible.”

For more information about Trissential’s capabilities for mid-sized businesses, please call Keith Korsi at 262-613-1643 or visit [www.trissential.com](http://www.trissential.com). Trissential’s Wisconsin headquarters is at 1120 James Drive, Suite 104, Hartland, WI 53029.

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### **About Trissential**

Trissential, [www.trissential.com](http://www.trissential.com), specializes in business improvement and IT project implementation. Trissential essentialists help companies achieve desired results through the alignment of strategy with efficient management and exceptional IT project implementation. Trissential, with offices in Minneapolis and Milwaukee, develops Projecy<sup>®</sup> brand project-management maturity tools.