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Business Development Professional Julie Reiels Joins Trissential

MILWAUKEE, Wisc., October 21, 2008 – Trissential, a business improvement and project implementation company, announced today that Julie Reiels joined the firm as director of business development.

Reiels has more than 20 years experience in business development, sales, and marketing. Previous employers include AE Business Solutions, Capital Data, and Automatic Data Processing (ADP), where, during her 13 years with the firm, Reiels held increasingly senior positions in sales management.

“I joined Trissential because I wanted to be part of an organization that helps businesses improve operations and profitability,” Reiels said.

“Improvement is absolutely essential in this difficult economy. I also came to Trissential because I admire the passion and enthusiasm of Keith Korsi, the firm’s cofounder, and I felt I could significantly contribute to the firm’s growth.”

“The person we hired as director of business development had to know the Milwaukee market, be dedicated to helping clients succeed, and be a person of proven integrity,” said Keith Korsi. “Julie receives high marks in each of these areas, and we are proud she has joined Trissential.”

Reiels holds a Bachelor’s degree in Business Administration from the University of Wisconsin-Madison. She is actively involved in the *Abil/Ty* Connection, a program of Goodwill Industries, which provides opportunities and advocacy for people with disabilities who desire to enter a career in information technology. Reiels resides in Brookfield, Wisconsin, with her husband Mike and four sons.

For more information on Trissential, including JD Edwards, Oracle Transportation Management implementations and upgrades and the Essential Business Model™ for achieving business and organizational excellence, call Julie Reiels at 414-801-2185 or write her at jreiels@trissential.com. Visit the company’s website www.trissential.com.

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About Trissential

Trissential, www.trissential.com, specializes in business improvement and project implementation. Trissential essentialists help companies achieve desired results through the alignment of strategy with efficient management and exceptional project implementation. The company also offers clients specialized practices for Enterprise Resource Planning, JD Edwards, and the Public Sector. With offices in Minneapolis, Milwaukee, and Madison, Trissential serves clients in the upper Midwest.