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**FOR IMMEDIATE RELEASE**

March 26, 2008



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**The Southeast Wisconsin Chapter of the International Institute of Business Analysis names Trissential 2008 Premier Chapter Sponsor**

**Milwaukee, Wisc., March 26, 2008** – 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 2008. This is the second year in a row that Trissential, a business improvement company, has been named premier sponsor.

IIBA is an international nonprofit organization dedicated to furthering the practice of business analysis. Trissential personnel were instrumental in the formation of the SE Wisconsin Chapter in 2006, and that year chapter members elected Dave DeBruine, a senior business analyst at Trissential, to serve as chapter president for a three-year term.

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**About Trissential**

Trissential, [www.trissential.com](http://www.trissential.com), specializes in business improvement and IT project implementation for mid-sized companies. 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© brand project-management maturity tools and the ERP Select™ decision making tool.