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**Business Architects Organize an Ongoing Twin Cities Forum  
to Advance the Profession**

**MINNEAPOLIS, Minn., December 7, 2010** — Business architecture is a relatively new and growing field whose practitioners help to ensure that the internal structure and alignment of functions within public and private organizations allow those organizations to be effective, efficient, and nimble. Now some of the largest and most innovative Minnesota organizations are sponsoring an ongoing independent forum to further the practice of business architecture and expand the benefits of the profession within the Minnesota business community.

Founding sponsors of the Twin Cities Business Architecture Forum (TCBAF) include Express Scripts, Metropolitan State University, the State of Minnesota Office of Enterprise Technology, Target Corporation, Thrivent Financial for Lutherans, Trissential and other prominent Minneapolis organizations.

“There are national and international professional organizations for architects, but rather than aligning under those organizations, leaders here felt that an independent group specifically for the Twin Cities and surrounding region

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would provide a more effective forum for local business architecture practitioners,” said Linda Finley, leader of the Business Architecture Practice at Trissential and the managing sponsor of the Forum. “If the deepest recession since the Great Depression has taught us anything, it is that to survive and prosper organizations have to reduce missteps and ensure that the structure of the enterprise enables the effective and rapid implementation of its strategic intentions. This is where the role of the business architect comes in through analysis, modeling, and alignment of the effective enterprise.”

Bi-monthly two hour meetings are held at a sponsor’s location. Meetings feature a brief presentation followed by a facilitated roundtable discussion. The topic at the November meeting was *Modeling Your Company’s Business Capabilities*. Organizers encourage networking and a free flow of ideas. There are no dues or membership fees associated with TCBAF. Business architects interested in receiving notification of upcoming meetings should write to Sara Ritten at Trissential [sritten@trissential.com](mailto:sritten@trissential.com). Linda Finley is available to provide more details on the Forum [lfinley@trissential.com](mailto:lfinley@trissential.com). Both can also be reached at Trissential at 952-595-7970. For more information and to join the on-line discussion group, refer to the [Twin Cities Business Architecture Forum](#) group on Linked In.

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#### **About Twin Cities Business Architecture Forum**

The Twin Cities Business Architecture Forum (TCBAF) is a Minnesota-based organization dedicated to the understanding and advancement of the role and professional practice of business architecture. It exists to promote common definitions and standards, share ideas, and connect like-minded professionals with networking through meetings, activities, presentations, and educational development opportunities at the local level.