

For Immediate Release: September 1st, 2010  
Park Ridge, Illinois -- Software Company Formed to Help Non-Profits

Association Applications Group, LLC (AAG) announces it's company formation. AAG was formed in part by Dan Pietroske, former technical manager of the Web Development group at Association Management Center (AMC), Glenview, IL. Dan and 3 other partners: Mark Menarik, Leslie Menarik, and Greg Happel have launched the venture with a fully developed offering. Dan and Mark will be principals of the new company.

AAG and AMC have signed a licensing agreement to take the software Dan created while at AMC, known as the Conference Connection product line, to the open market. AAG will focus on selling conference planning Software as a Service (SaaS) to the non-profit community. The two companies will not compete, but work together to continue to serve associations and their conference-related needs.

**Dan Pietroske CEO:** Dan's background is in software engineering. He has more than 22 years in software design. Dan founded the web development company Web-Strategi in 2002 and later sold this company to AMC in 2007. Dan served many years as an intellectual property developer and methodology consultant for the computer chip industry. Dan has taught design and verification methodology to engineers in the US and Europe. He received his BS in electrical engineering from the University of Illinois.

**Mark Menarik VP Sales and Marketing:** Mark has had a variety of executive roles in helping technology-based ventures launch and grow, ranging from product development systems, to custom software development, to wireless content solutions, and advances in alternative energy. Mark was founder and CEO of Tancher Corp., a custom wireless device firm that designed and built branded messaging devices for AT&T. Mark received his B.S. in General Engineering and minor in marketing from University of Illinois Champaign-Urbana.

**Leslie Menarik Finance & Customer Support:** Leslie has worked in corporate positions in finance and accounting for the Chicago Tribune, Borg Warner Acceptance Corp. and First National Bank. She is a graduate student at Dominican University in Library and Information Science. Graduated with a B.S. in Finance from University of Illinois Champaign-Urbana.

**Greg Happel Managing Member:** Greg's background has been in technology (Electrical Engineering) for 13 years. He has designed both military and commercial electronic systems at Rockwell Collins. Greg has extensive experience in software and verification engineering. He currently owns and operates a web development company.

"The agreement with AMC gives both companies a win-win situation", Dan commented. "We are thrilled to work with AMC and continue a great relationship of service to both of our customers."

AAG will focus on delivering Software as a Service to the non-profit industry. AAG has four products for immediate availability. Specializing in Abstract Collection & Review, Speaker Management, Business Speed Dating, and Exhibition Booth Sales.

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