



## AMERICAN-HUNGARIAN EXECUTIVE CIRCLE

105 Interpromontory Road  
Great Falls, Virginia 22066

### NEWSLETTER

Summer 2010

[www.AmericanHungarian.org](http://www.AmericanHungarian.org)

#### NEXT MEETING:

**July 27, 2010**

6 to 7 p.m.

DiMuroGinsberg, P.C.  
908 King Street, Suite 200  
Alexandria, Virginia 22314  
USA

Please call (703) 868-3981 for admittance upon your arrival; front doors will be locked.

Light refreshments will be served.

Please RSVP by July 26, by click-through to <http://www.americanhungarian.org/rsvp-va-jul-10.php>.

Agenda shall be informal, centered upon attendee introductions and opportunities to address specific projects of interest.



#### GENETIC IMMUNITY PRESENTS FINDINGS AT VIENNA AIDS CONFERENCE

Genetic Immunity, a biopharmaceutical company developing nanomedicine-based immunotherapies for HIV/AIDS and other chronic diseases, is releasing Phase II data on its novel DermaVir therapeutic vaccine for HIV/AIDS during the XVIII International AIDS Conference this week in Vienna, Austria. DermaVir™, the first dendritic cell-targeting topical HIV vaccine candidate, employs nanotechnology to help

eliminate HIV infected cells. “Unlike traditional vaccines that prevent disease, therapeutic vaccines are given to people who are already infected to enhance and broaden the body’s immune response.

Our Phase II trial provides evidence that DermaVir immunizations improve natural immunity against HIV and suppress virus replication” states AHEC’s **Julianna Lisziewicz**, PhD and CEO of Genetic Immunity.

Genetic Immunity and and US/Italian ViroStatics, both spin-offs of the nonprofit Research Institute for Human and Genetic Therapy (RIGHT), are developing novel treatments for HIV/AIDS and other chronic diseases. The two companies are in the process of merging to form Immunacia – a multinational biopharmaceutical company with Business, Medical and Legal operations in the United States and research facilities in Hungary and Italy.



#### BUDAPEST INVESTOR PRESENTATION

**Matthias Duys**, representative of the Governor of the Commonwealth of Virginia, in Brussels, Belgium, and **Zsolt Makai**, Commercial Specialist of the U.S.

Department of Commerce's Commercial Service, in cooperation with AHEC, presented before a large audience on January 21, 2010 in Budapest, the benefits of fostering business relations with the USA in general and the Commonwealth of Virginia in particular. Messrs. Duys and Makai provided import and export statistics on the current state of international investments in Virginia, as well as the state of U.S. Hungary business relations. Reports, articles and statistics are available on the AHEC's homepage, at <http://www.americanhungarian.org>.



### AHEC ACTIVITY IN SOUTHEAST USA

**Steven Gara**, a Florida-based business owner and leader of AHEC's LinkedIn based Southeast subgroup, is reaching out to AHEC partners interested in import-export projects, particularly in the hospitality and allied fields (such as Tokaj wines). He is also interested in setting up "webinars" on topics of interest. Please reach out to Steven at [Info@SGBizServices.com](mailto:Info@SGBizServices.com) and visit his website at [www.sgbizservices.com](http://www.sgbizservices.com). Steven is a Six Sigma Green Belt, and consults in a variety of areas further detailed in his website. You can join Steven's subgroup through the AHEC Group boards on LinkedIn, at [www.linkedin.com](http://www.linkedin.com).



### HONORARY MEMBER PROFILE: ANDREW POHL

AHEC is delighted to recognize and profile its newest Honorary Member, **Andrew Pohl**.

Mr. Pohl was born in 1932 in Budapest. He was a tool and mold maker. Mr. Pohl was sentenced to death for his participation in the 1956 Hungarian Revolution, and fled the country, living first in Austria and then in Germany. Mr. Pohl moved to South Africa in 1976, establishing the Sorbilite formica manufacturing business. He expanded his operations to Germany, and began applying for and receiving multiple patents for his machinery and business processes. In 1985, he was recruited by the Virginia

Economic Development Partnership to establish US operations. Mr. Pohl now lives in Hampton, Virginia.

In his spare time, Mr. Pohl is a fixed-wing and helicopter pilot, hang glider, and Harley motor cyclist.



### NEW MEMBER PROFILE: CZEZAR CSONGOR

We are delighted to welcome Cezar Csongor to AHEC. He is a San Francisco, California-based entrepreneur in the areas of the hospitality industry, arts and information technology. He has been working at the Mark Hopkins Intercontinental for a number of years on project planning.

Mr. Csongor's educational background is in the field of biology; he is also trilingual in English, Hungarian and Romanian, and is used to traveling between and among the USA, Hungary and Romania on projects.

You may contact Cezar at [info@cezarsgallery.com](mailto:info@cezarsgallery.com).



### STARTUP CATALYZER

AHEC members **Zsolt Bako** and **Daniel Varsanyi** have recently completed organizing a successful [Elevator Pitch Competition](#) (you may see video clips at : <http://www.vimeo.com/12577525>). They have also created Startup Catalyzer LLC, to provide education and resources about entrepreneurship. A presentation about their interests and expertise is available at

<http://prezi.com/dzb6p7wab0rn/dealmakerz/>.  
You may also contact them by email at  
[daniel@enterprisingculture.com](mailto:daniel@enterprisingculture.com) .



### WALL STREET REFORM DISCUSSION

**Ford C. Ladd**, Chairman of the Bar Association of the District of Columbia's Securities Law Committee, spear-headed a high profile seminar on Wall Street reform legislation. **John C. Coffee, Jr.**, the Adolf A. Berle Professor of Law at Columbia Law School will be the keynote speaker. The Corporation Law Committee of the D.C. Bar co-sponsored the event. Mr. Ladd moderated, along with **Larry P. Ellsworth** of Jenner & Block LLP.

The discussion was held June 22, 2010 at the Mayflower Hotel in Washington, DC, in conjunction with the Annual Meeting and Luncheon of the Bar Association of the District of Columbia.



### LOBBYING FOR A USA-HUNGARIAN INVESTOR VISA

AHEC's **Balázs Szekfű** met this summer with U.S. Ambassador to Hungary **Eleni Tsakopoulos Kounalakis** and Economic Counsel **Paul O'Friel** of the U.S. Embassy to fill a gap in the U.S. visa treaty system with Hungary. Presently, there is no nonimmigrant U.S. visa permitting a self-employed Hungarian citizen to visit the US in order to pursue and conduct business. It turns out many other countries, including some with which we have strained relations (such as Iran), have these visas. Please reach out to Balazs directly for more information on the matter. You may reach him through is website at <http://www.darwins.hu>.



### KURT COMPUTER HOSTS AND EDUCATES STUDENTS

KÜRT Információbiztonsági és Adatmentő Zrt.'s **Sandor Kurti** organized a presentation and training for the Hungarian students of Illyés Gyula Gimnázium és KSZKI, in Budaörs, Hungary. The presentation discussed the business operations and strategies of the technology company. Kurt hopes to educate and prepare the students to be good citizens, and help prepare a new generation of community leaders.



### ADKNOWLEDGE ACQUIRES HYDRA, LEADING CPA AFFILIATE NETWORK

Adknowledge, the largest privately-owned Internet ad network, announced on June 21 that it has completed its acquisition of Hydra Group ([www.hydragroup.com](http://www.hydragroup.com)), a premium CPA (cost-per-acquisition) performance marketing network.

After integration, affiliates within the combined Adknowledge-Hydra ecosystem will have access to 7,000+ of the industry's most diverse and highest yielding CPC (cost-per-click) and CPA offers. This will establish Adknowledge as the largest affiliate network measured by its number of diverse offers.

Adknowledge operates a single, auction-based advertiser marketplace at [www.bidsystem.com](http://www.bidsystem.com) where advertisers can go to solve all of their marketing needs outside of search. Through Bidsystem, Adknowledge syndicates advertisers across multiple channels, including Social, Email, and Web Content. Prior acquisitions include Super Rewards, MIVA, Cubics, Lookery, Mediarun, and Adonomics.

For more information, please visit [www.adknowledge.com](http://www.adknowledge.com).



### HISTORY OF HUNGARIAN MICROCARS

Automotive journalist and historian **Pál Négyesi** has written an article on the history of Hungarian microcars. You may read it at <http://jalopnik.com/5563048/the-weirdly-awesome-microcars-of-hungary>



## BUSINESS IN CHINA

AHEC Members **Sandor Kurti** ([kurt.hu](http://kurt.hu)) and **Laszlo Horvath** ([activemedia.com](http://activemedia.com)) participated in a June conference tour in China, including the cities of Wuhan, Beijing and Shanghai. Multiple events were held in various locations, discussing subjects of Outsourcing and Green IT, organized by Great Idea of Beijing.



## NEWSLETTER SIGN-UP

If you have not signed up to automatically receive AHEC newsletters, please do so. Visit [www.americanhungarian.org](http://www.americanhungarian.org), and submit your email address at the "Newsletter" sign up link on the left hand pane of the AHEC homepage.



## MEMBERSHIP INFORMATION

AHEC Membership is open to anyone. If you wish to join, please see the below options or visit our website.

Member dues for 2010 are USD \$100 or HUF 19000.

USA-based members, please send payment through one of the following methods:

- Credit Card payments via PayPal. You need not sign up to PayPal to take advantage of this option. Click the following link to pay using your credit card: <http://americanhungarian.us1.list-manage.com/track/click?u=2db8ee9ab906bb89e1a949f30&id=b715f234c8&e=fd19734f11>.
- Check Payment. Send a check, made payable to Active Media, 105 Interpromontory Road, Great Falls, VA 22066.

Hungary-based members, please

send payment through one of the following methods:

- Credit Card payments via PayPal. You need not sign up to PayPal to take advantage of this option. Click this link for payment by credit card: <http://americanhungarian.us1.list-manage.com/track/click?u=2db8ee9ab906bb89e1a949f30&id=c14404d64f&e=fd19734f11>
- Cash Payment. Payments of (USD\$ 100 or HUF 19,000 HUF) may be made to Csaki Zoltan. Contact Zoltan by phone: 06 70 380 5380 or by email: [csz@center.hu](mailto:csz@center.hu). Pink postal check payment may be sent to Csaki Zoltan (CENTER.HU Kft), 1133 Budapest, Vág u. 13.

Members based in any other countries:

- Credit Card payments via PayPal. You need not sign up to PayPal to take advantage of this option. Click this link to pay by credit card: <http://americanhungarian.us1.list-manage.com/track/click?u=2db8ee9ab906bb89e1a949f30&id=3690df46c4&e=fd19734f11>



## AHEC ON THE WEB / JOBS BOARD

Please visit AHEC's job leads and other discussion boards available at <http://www.linkedin.com>. Updated job leads are also posted on AHEC's website, [www.americanhungarian.org](http://www.americanhungarian.org), and are located via either the "Projects" link on the left-hand pane of the homepage (scroll down to the "Career Tools" section) or the "Career Tools" link at the bottom of the homepage.

If you are aware of job leads, please post them to the job board at AHEC's LinkedIn Group.





### **MISSION STATEMENT**

AHEC exists to foster closer business ties among Americans of Hungarian ethnicity, through programs to bring them into contact with each other, and with other Hungarians and business executives everywhere. AHEC seeks to mutually advance and strengthen American-Hungarian business relationships.



### **CALL FOR ARTICLES**

If you have news you wish to share through the next edition of this Newsletter, please email us a brief article in Microsoft Word or plain text format, to the following email address: [contact@americanhungarian.org](mailto:contact@americanhungarian.org). We try to issue the Newsletter at least twice per year.



### **MAILING ADDRESS INFORMATION**

<p><b>American-Hungarian Executive Circle 105 Interpromontory Road Great Falls, VA 22066</b></p>
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### **AHEC Board of Directors**

Michael R. Geroe..... (816) 721-4814  
Laszlo Horvath..... (703) 757-9195 ext. 1  
Arpad G. Toth.....(703) 608-8640