



AMERICAN-HUNGARIAN EXECUTIVE CIRCLE

105 Interpromontory Road
Great Falls, Virginia 22066

NEWSLETTER

Fall 2008

www.AmericanHungarian.org

NEXT MEETING

October 13, 2008
Starting at 5 pm
Gellert Hotel,
Budapest

Agenda

1. Introduction of attendees
2. Presentation from US Embassy
3. Status report on AHEC projects
4. Job/Business Networking

f

AHEC'S SUMMER MEETING IN HUNGARY A SUCCESS

AHEC members had a pleasant and informal get-together on June 25 at the Gellert Hotel in Budapest. About 20 people met over coffee at dessert. Kudos to **Balázs Szekfű** and **Kati Nagy** for helping organize the event. We plan to repeat the success by holding the fall meeting at the same location.

f

UPCOMING AHEC MEETINGS: DECEMBER 2008, WASHINGTON DC LOS ANGELES/SAN DIEGO?

There will be an AHEC meeting in the Washington, DC Metro in mid-December. Details will be circulated shortly.

In addition, are you or an interested colleague in the San Diego or Los Angeles,

CA Metro areas? Would you attend a meeting in either metro? Please email mgeroe@adknowledge.com if such a meeting is of interest to you, and please pass this invitation along to colleagues you believe may be interested in it, who are in either metro.

f

AHEC MEMBER AND AUTHOR COMPLETES TRILOGY

Sándor Alexander Erdélyi, noted freelance writer and author, has three powerful books covering the history of his native Hungary and Canada, where he emigrated and settled. **PEACE, WAR AND THE AFTERMATH** is an account of war and communism in Hungary as witnessed by Mr. Erdélyi. **YUKON, LAND OF THE MIDNIGHT SUN**, takes the reader through the construction and impact of the Military Highway in Canada, which opened up the Yukon territory to development. **WALK 20 MILES IN MY MSOCASSINS** is the author's most recent work, a collection of essays reflecting his love of history, his worldly experience, and provocative opinions about politics and society.

AHEC is proud of Mr. Erdélyi's publication of these informative, thoughtful works. Please find them at www.amazon.com or by calling BookSurge Publishing at +1 (866) 308-6235 ext. 5120.

f

GENETIC IMMUNITY PRESENTS AT INVESTOR CONFERENCE



Genetic Immunity, a US/Hungarian clinical-stage Company, led by **Dr. Julianna Lisziewicz**, is focused on the development of its patented nanomedicines for targeted immune amplification. The company presented at the Rodman & Renshaw 5th Annual Global Healthcare Conference on May 19 at the Le Meridien Beach Plaza Hotel in Monte Carlo, Monaco. Dr. Lisziewicz presented an overview of the Company's clinical programs. For current information on the company please visit www.geneticimmunity.com.

f

HUNGARIAN NEWSPAPER INTERVIEW OF AHEC'S SANDOR TOMIN

The popular Hungarian daily newspaper Nepszabadsag featured an article in July on **Sandor Tomin**, discussing his time in Iraq as well as highlights of his life and times. The Hungarian article is available on the Internet at <http://nol.hu/cikk/498441/>, and is also available through the AHEC website.

f

KURT WINS BRANDING AWARD



KÜRT Information Management was recently awarded the title of *Business Superbrand 2008*, presented for the first time in Hungary this year. The award recognizes the outstanding performance of brands aimed at other businesses, which succeed in promoting brand-consciousness in purchasing decisions. In its nearly 20 years of professional and business success, the KÜRT brand has become synonymous with security and reliability.

f

INFORMATION SECURITY KNOWLEDGE CENTRE

One of AHEC's sponsored projects, FuturIT Information Technology Security Research and Development Centre ("futurIT") is a leading IT security research and training centre in Central Europe, based in Hungary's University of Pannonia. It trains theoreticians and experts in IT security processes. Members of the center in addition to the University are Albacomp Co. and KURT Co. Recent projects focus on data storage and recovery, knowledge management, and security research. For more information, please email **Tamás Kürti** at kurti.tamas@kurt.hu.

f

PANOCAST ANNOUNCES INTERACTIVE BROADCASTING TECHNOLOGY

PanoCAST of Hungary recently began marketing its novel virtual reality broadcasting technology. A user may wear specially designed "glasses" providing a virtual 360 degree image. The technology also permits broadcast of the image to television monitors or handheld/mobile devices or cell phones. For more information, please visit www.panocast.net.

f

ADKNOWLEDGE GROWING AND INTEGRATING RECENT ACQUISITIONS

The fall of 2007 was a busy period of acquisitions activity for Adknowledge, an Internet based advertising marketplace relying on behavioral targeting technology. The company acquired a European and Australian display network in late October, and more recently acquired Canada based Cubics, Inc., a leading destination for publishers seeking advertising revenue for their applications on Facebook, Myspace and other Internet based social networks.

Other changes at Adknowledge include relocation of AHEC's **Mike Geroe** and the Adknowledge legal department to Los Angeles, CA.



For more information about and current job opportunities with Adknowledge, please visit www.adknowledge.com.

f

AHEC ON LINKEDIN

LinkedIn is an Internet-based business networking site on the World Wide Web at <http://www.linkedin.com>. There is a free membership option at the site, which has recently expanded the functionality of clubs/groups to which members may belong. AHEC is one of the many groups available on the site. A number of people have learned about AHEC through LinkedIn, and we encourage you to visit the site, open an account and join the AHEC group. You may also initiate discussions through the group on the site.

f

AHEC AND HUNGARIAN NEWSPAPER ESTABLISH TIES



Amerikai Magyar Népszava Szabadság, the oldest Hungarian language weekly newspaper published in the United States (it was established in 1891) is reaching out to AHEC's members. The Hungarian language weekly is also on the World Wide Web at <http://www.nepszava.com>. We welcome the opportunity for closer coordination and urge you to visit their website.

f

MEMBERSHIP DUES

If you have not yet sent in 2008 membership dues, please take a moment to today send your \$100 dues by check, payable to ACTIVEMEDIA, to 105 Interpromontory Road, Great Falls, VA 22066, or contact zoltan@activemedia.com for credit card, paypal or similar arrangements.

f

WWW.AMERICANHUNGARIAN.ORG

AHEC's website has seen steady month on month user growth, primarily with word of mouth. We are pleased to report that the website is on track to exceed 20,000 hits per month by next month, at the current rate of growth. Thank you for spreading the word about the AHEC website; please continue to use the site as a resource, particularly the Member's Corner, which may be accessed via its link at the bottom of the home page.

f

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.

f

MEMBERSHIP INFORMATION

AHEC Membership is open to anyone. If you wish to join, please send to the below address notice of your interest, contact information about yourself (including a business card), and enclose an application fee of \$100, made out in the name of ActiveMedia.

Address:

**American-Hungarian Executive Circle
105 Interpromontory Road
Great Falls, VA 22066**

f

AHEC Board of Directors

Michael R. Geroe (816) 721-4814
Laszlo Horvath (703) 757-9195 ext. 1
Arpad G. Toth (703) 938-7714