



AMERICAN-HUNGARIAN EXECUTIVE CIRCLE

105 Interpromontory Road
Great Falls, Virginia 22066

NEWSLETTER

Fall 2004

mgeroe@adknowledge.com

NEXT MEETING

Thursday, Nov. 4, 2004
The Harvard Club
Ask Doorman for Meeting Location
27 West 44th Street
New York, New York
(212) 840-6600
5:30 p.m. to 6:30 p.m.
(Business attire; cash bar and grill)

Agenda

1. Introductions
2. Alliance with Hungarian American Federation
Plans for 2005
3. AHEC Expansion: New York, New Jersey, Kansas
4. List of HTEC Participants / AHEC Assistance
5. Website Development
6. Other Project Proposals

IVSZ CHAIRMAN JANOS KOKA, APPOINTED HUNGARIAN MINISTER OF THE ECONOMY

IVSZ (Informatikai Vallalkozasok Szovetsege) is a principal Hungarian technology trade association and a

close partner of AHEC. Janos Koka, Chairman of IVSZ was appointed Minister of the Economy and Transportation on September 30, 2004. AHEC will congratulate Minister Koka on his appointment in a letter; please contact Laszlo Horvath if you wish to be a signatory.



ARPAD TOTH: SPEAKER, AUTHOR & SUPERBOWL CHIEF

Arpad Toth, AHEC Board Member and Chief Technologist of Chantilly, VA-based GTSI, has been busy. He successfully led a group of companies in winning a contract from the City of Jacksonville, Florida to provide advanced video surveillance systems for Super Bowl XXXIX, hosted at AllTel Stadium in February 2005. The contract calls for GTSI and its partners to design and implement an advanced physical security protection solution. Arpad was quoted in numerous articles, including the Washington Post.

In recent months, Arpad built up a world-leading alliance of more than 35 companies in the field of homeland and physical security

protection. The alliance, known as InteGuard, has won several major domestic contracts.

Recognizing his expertise, Arpad was invited in July 2004 by the U.S. Department of Homeland Security to host the Physical Security Protection Session in Baltimore, Maryland, at the agency's annual conference.

Arpad is chairman and organizer of Washington, D.C. symposium, "PROTECTING AMERICA – Physical Security Solutions for the Nation," being held November 9, 2004. The symposium is targeted to chief information and security officers of the U.S. Federal and State / Local Governments.

Finally, Arpad has written an article about an integrated solution for homeland security protection and wired/wireless telecommunications, which was recently published in a respected trade magazine. See Arpad Toth, "The Model City of the Future - Advanced Telecommunication Technologies Hold the Key" GovernmentVAR Magazine (Sept. 2004).



MICHAEL GEROE APPOINTED TECH GENERAL COUNSEL

Michael Geroe was recently appointed General Counsel of Adknowledge, Inc. Mike was previously a business lawyer in Washington, D.C. He serves on the AHEC Board and is a Trustee of the Bar Association of the District of Columbia Foundation. He relocated with his wife and two daughters from

Bethesda, Maryland to Leawood, Kansas.

Adknowledge, Inc. is a privately held Kansas City, Missouri company assisting advertisers in reaching their audience more effectively through the Internet with proprietary technology. www.adknowledge.com.

The company recently filed comments with the U.S. Federal Trade Commission on the proper regulation of email under CAN-SPAM, law fighting spam. See www.ftc.gov/os/comments/canspam/2/OL-100111.htm.



ANDRAS ROBOZ ORGANIZES HUNGARIAN SCIENTIFIC TRIP

AHEC member Andras Roboz was the Hungarian contact and organizer of a "Hungary and U.S. Innovation Project," held in early September. The project was organized by the Center for Strategic and International Studies (CSIS) Euro-Atlantic Action Committee. The President and Vice-President of Hungary's National Office of Research and Technology were in attendance, along with Istvan Takacs, Information Counselor of the Hungarian Embassy, and other officials.

Mr. Roboz is currently Director of Bilateral and Attache Affairs of the Department for International Relations, National Office of Research and Technology. You may learn more about this Office and its mission at www.nkth.gov.hu.

PRONAY, HORVATH SPEAK AT MARKETING CONFERENCE

Prof. Gabor Pronay, a respected AHEC member, presided over the Eighth Annual Marketing Forum for Telecommunications and IT on September 16, 2004 in Budapest, Hungary.

AHEC Board member Laszlo Horvath discussed the latest in marketing strategies as a guest speaker at the forum. His remarks addressed search engine optimization and case studies of Hungarian companies successfully entering the U.S. marketplace; please contact him for a copy of his presentation.

The forum was co-sponsored by the Hungarian Association of IT Companies (IVSZ), an AHEC sister organization. See www.ivsz.hu.



ACTIVE MEDIA IS A PUBLIC-PRIVATE PARTNERSHIP LEADER

Congratulations to Laszlo Horvath and his team at Active Media, who have been supporting the Virginia Leaders in Export Trade Program (VALET) for over three years. VALET was recently selected by the National Council for Public-Private Partnerships to receive an NCPPP Public-Private Partnership Award to applaud the program's many accomplishments. The awards ceremony will be held November 17, 2004 at the Hilton Alexandria Old

Town in Virginia. Please contact Laszlo Horvath for additional details.



NEW LEADERSHIP AT HTEC

AHEC is delighted to warmly welcome Dr. Istvan Foldesi and Szilvia Magyar to the Washington, D.C. metro area. Dr. Foldesi was appointed director of the Hungarian Technology Enterprise Center (HTEC) in July 2004. He has been living in the United States since 1992, consulting on telecommunications, energy and media matters. Ms. Magyar has recently been appointed Office Manager of HTEC. HTEC was created by the Hungarian Ministry of Informatics in cooperation with the State of Virginia, to foster business relations between American and Hungarian enterprises in the field of IT and telecommunications.

www.htec.hu.



HAC ORGANIZES MEETING WITH SPEAKER OF PARLIAMENT

Laszlo Horvath was part of a delegation organized by the Hungarian American Coalition (HAC) on September 22 in the historic Kossuth House in Washington, D.C. The delegation met with Katalin Szili, Speaker of the Hungarian Parliament, who was accompanied by Hungarian Ambassador Andras Simonyi. Speaker Szili welcomed closer business cooperation between American-Hungarians and Hungarian citizens.



HAC is a close partner of AHEC; its mission is to promote aspirations, concerns and interests of the Hungarian-American community, and fostering U.S. interest and appreciation for Hungarian history and culture. Please visit HAC's Web site at www.hacusa.org.



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.



SUBMISSIONS ENCOURAGED

Please send us a paragraph describing the recent accomplishments and activities of your organization. Material may be submitted to Michael Geroe at mgeroe@adknowledge.com.



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**



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