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FOR IMMEDIATE RELEASE
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Press Release

AURA Consulting Inaugurates New Seminar Series – SITI Explains: XML

Software and Information Technology of Iowa (SITI) will host Dino Lack, president of AURA Consulting and noted software expert, to speak about the business relevance of XML (eXtensible Markup Language) on March 18th.

Speaker Dino Lack will detail why this is one seminar not to miss. "It's hard to get the business community excited about a specific technology," said Lack. "So many technologies have been introduced and hailed as the solution to all of our problems. They haven't met our expectations. But XML isn't just a technology. It's a standard. And this standard is opening doors and transforming the way businesses share data. That has enormous relevance to every company. And we're going to talk about that in a relaxed way where everyone can ask questions."

In keeping with the casual Monday night setting, beer and snacks will be provided. "This isn't your typical stuffy seminar. It's an ideal way for technologists to bounce back from the back-to-work grind," said Lack.

The event is scheduled for Monday, March 18th, from 5:30 PM to 7:30 PM at the SITI offices, 300 SW 5th Street, upstairs in the Technology Incubator. Cost to attend is \$7 for SITI members, \$10 for non-members. To register, contact Rebecca Canada at rcanada@sitiowa.com.

AURA Consulting, Inc. began as a custom software solutions company in 1996. AURA has always focused on one thing: delivering quality custom software solutions. Our motto is: If you can think it, we can build it. As business professionals who have assisted multiple organizations, AURA offers business systems knowledge and the ability to work with an organization to build applications that users will value.

SITI is a non-profit trade member association for IT in Iowa. SITIworks' vision is to transform Iowa's software and information technology industry into a strong, visible, and respected competitor in the global marketplace. SITIworks is the information technology network between business, government, education, and venture capital.

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