



Rhino PR's Shelby Earns CPSM Designation

South Hamilton, MA – April 11, 2005 – Rhino Public Relations is proud to announce that its Principal, Susan R. Shelby, has earned the Certified Professional Services Marketer (CPSM) designation from the Society for Marketing Professional Services (SMPS).

The Certified Professional Services Marketer (CPSM) is recognized as an individual who has met a rigorous standard of experience and expertise in marketing professional services in the built and natural environments and who agrees to adhere to the ethics and responsibilities of the profession as outlined in the CPSM Code of Ethics.

Certification is the time-tested means of measuring a professional's credentials. It sets the standard for architects, engineers, attorneys, accountants, and many other professionals. Because the CPSM designation is the model for excellence within the profession, qualifying for it demonstrates a marketing professional's pledge to excellence.

Ms. Shelby founded Rhino Public Relations after holding senior marketing positions with R.G. Vanderweil Engineers and Mount Vernon Group Architects. The firm offers long-term PR programs and shorter-term consulting engagements that leverage Shelby's 10-year PR track record and extensive relationships with reporters and editors in local, business, and trade media. Current clients in the A/E/C industry include Corporate Project Partners (CPP) and Margulies & Associates.

Ms. Shelby serves on the Board of Directors of the SMPS Boston Chapter, holding the position of Communications Director, and was recently Co-Chair of the 2005 SMPS Northeast Regional Conference.

About SMPS

SMPS aims to be the premier source for education, information, and resources in marketing professional services for the built and natural environment. For more information, please visit www.smpsoston.org.

About Rhino Public Relations

Rhino Public Relations is a specialty public relations practice focusing on the unique PR needs of A/E/C firms and high-tech enterprises. Founded by principal Susan Shelby, Rhino PR is based on South Hamilton, Mass. and has ongoing engagements with companies such as AirClic, Boston Datacenters, Corporate Project Partners and Margulies & Associates. For more information, visit the Rhino PR Web site at www.RhinoPR.com.

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