



## **Rhino PR's Susan Shelby Begins Term as President of SMPS Boston**

**SOUTH HAMILTON, Mass. – Sept. 1, 2006** – Rhino Public Relations, a specialty public relations agency, is proud to announce that its principal, Susan R. Shelby, CPSM, will serve as president of SMPS Boston for the organization's 2006-2007 fiscal year.

SMPS Boston is the local chapter of a larger national organization, the Society for Marketing Professional Services (SMPS). SMPS was established in 1973 as the only professional society devoted to the marketing of professional services for businesses in the built environment. It is the mission of SMPS Boston to be the primary resource for education, team building and strategic and marketing information for SMPS members and others involved in the built environment. With over 300 members, the Boston Chapter is one of the larger and more active chapters of the society.

A member of SMPS since 2001, Shelby previously served as vice president/president-elect and director of the communications committee for SMPS Boston, and co-chair of the 2005 SMPS Northeast Regional Conference. She has been.

Ms. Shelby founded Rhino Public Relations after holding senior marketing positions with R.G. Vanderweil Engineers, Mount Vernon Group Architects, and HarvardNet. 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.

In addition to her role on the SMPS Boston Board of Directors, Shelby is a Director-at-Large on the Publicity Club of New England Board of Directors.

### **About Rhino Public Relations**

Rhino Public Relations is a specialty public relations practice focusing on the unique PR needs of A/E/C firms. Founded by Principal Susan Shelby, Rhino PR is based on South Hamilton, Mass. and has ongoing engagements with companies such as Corporate Project Partners, GEI Consultants, JM Coull, Margulies & Associates, and Payette. For more information, please visit [www.RhinoPR.com](http://www.RhinoPR.com).

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**Contact:**

Susan Shelby, CPSM  
Principal  
Rhino Public Relations  
978.468.1528  
[susan@rhinopr.com](mailto:susan@rhinopr.com)