



Rhino PR's Susan Shelby Named "Top 10 PR Specialist" by Women's Business Boston

"Trusted PR Professional" Continues to Build Strong Practice of A/E/C Clients

SOUTH HAMILTON, Mass. – Sept. 15, 2006 – Rhino Public Relations, a specialty public relations agency, is proud to announce that its principal, Susan R. Shelby, CPSM, has been named one of the "Top 10 PR Specialists" by *Women's Business Boston*. The list of winners appeared in the September 2006 issue of the publication.

"Our Top 10 list is created from the 300 submissions that we received from the readers of *Women's Business Boston*," said Vicki Donlan, publisher. "Many of the Top 10 received dozens of nominations. We look very carefully at the entries and select only those that most accurately portray the individual as someone who should make the list."

"Acting as our trusted PR professional, Susan quickly integrated herself into our company," said Steve Fox, partner at Corporate Project Partners. "She grasped our mission, expertise, and culture to effectively promote our message resulting in enhanced name recognition and new client opportunities for our firm."

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. Current clients include Corporate Project Partners, Environments at Work, GEI Consultants, JM Coull, Margulies & Associates, and Payette.

Ms. Shelby currently serves as president of the Boston chapter of the Society for Marketing Professional Services (SMPS) and 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.

###

Contact:

Susan Shelby, CPSM
Principal
Rhino Public Relations
978.468.1528
susan@rhinopr.com