



CELEBRATING
55 YEARS

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Shelby of Rhino PR named Entrepreneur of the Year by New England Women in Real Estate

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According to Rhino Public Relations, a specialty public relations and marketing agency, the company's founder and principal Susan Shelby, FSMPS, CPSM has been named the Entrepreneur of the Year by New England Women in Real Estate (NEWiRE). Honored at the NEWiRE 2012 Annual Achievement Awards Dinner at the Fairmont Copley Plaza Hotel in Boston, Shelby was one of nine women recognized for their achievements in the local real estate industry.

With more than 20 years of experience in sales, marketing and public relations, Shelby founded Rhino Public Relations in 2004 to bring a higher level of public relations to the professional services industry. Rhino PR is a full-service public relations and marketing practice focused on meeting the unique needs of professional services firms.

Janet Morra, AIA, LEED AP, NEWiRE member and principal at Margulies Perruzzi Architects (MPA), nominated Shelby for the award. MPA was Rhino PR's first client, and remains a client today.

In her nomination, Morra wrote:

"In the seven years since launching Rhino PR, Susan has taken the real estate and design industry by storm, making a name for herself as a respected leader, a knowledgeable resource, a networking whiz, and a business wonder. What started as a one-woman consulting business has grown into a staff of seven, in addition to Susan. Her clients include some of the most well-known and respected professional services firms within the design and real estate industry in the Greater Boston area, each of whom rely on Susan and her staff to keep their marketing and communications programs humming."

With customized services based on each individual client's goals and budget, Rhino PR supports clients' existing communications staff or provides fully outsourced PR and marketing services for long-term programs or short-term projects.

Helping companies "take charge" of their PR and marketing initiatives, Rhino PR delivers committed personal service that increases brand awareness and drives revenue.

Rhino PR has grown every year since its founding, to now include six staff members and more than a dozen clients. Shelby's successful model of integrating PR and marketing with a strategic plan, and focusing on impacting companies' bottom lines, has delivered measurable results for Rhino PR's clients.

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A member of NEWiRE since 2006, Shelby currently serves as co-chair of the organization's Communications team. She is a past president of the Society for Marketing Professional Service (SMPS) Boston Chapter, and former board member of the Publicity Club of New England. In addition, Shelby is president of the board of directors of the Franklin Square House Foundation and a member of the awards committee for the American Council of Engineering Companies, Massachusetts chapter (ACEC/MA).

"This recognition by my colleagues and friends in NEWiRE is an incredible honor. Creating Rhino Public Relations and growing it into a successful business over the past seven years has been rewarding and fulfilling," said Susan. "My mission has always been to raise the level of understanding of PR within the professional services industry, including the ability for effective PR to impact companies' bottom line. I love that this is my job, and I am grateful to share this experience with my incredible Rhino PR staff, my fellow NEWiRE members, and the many people who have contributed to my career and success."

Shelby was previously named one of the "Top 10 PR Specialists" by Women's Business Boston two years in a row.

About Rhino Public Relations

Rhino PR is a full-service public relations and integrated marketing communications practice focused on meeting the unique needs of professional services firms. Our customized, personal approach has delivered success for some of the most well-known and respected professional services firms in the greater Boston area, which we are honored to count as longstanding and trusted clients. For more information, please visit www.rhinopr.com.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540