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Shelby of Rhino PR receives "Women on the Rise" Award from Professional Women in Construction - CT

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Rhino Public Relations' founder, president and CEO Susan Shelby, FSMPS, CPSM received the 4th annual "Women on the Rise" Award from Professional Women in Construction, Connecticut Chapter (PWC-CT). Honored at a PWC-CT program on April 2nd, the "Women on the Rise" Award honors exceptional women in the A/E/C industry who are recognized by their colleagues, mentors, and peers as future leaders in the industry. The award is sponsored by PWC-CT, an organization committed to advancing professional and entrepreneurial opportunities for women in construction and related industries.

With more than 20 years of experience in sales, marketing and public relations, Shelby founded Rhino PR in 2004 to bring a higher level of public relations to the professional services industry. In 2012, Shelby was named "Entrepreneur of the Year" by New England Women in Real Estate (NEWiRE) and a Fellow of the Society for Marketing Professional Services (SMPS). Shelby currently serves on the board of directors of NEWiRE and leads the communications committee. She is a past president of SMPS Boston Chapter and a former board member of the Publicity Club of New England. In addition, Susan is president of the board of directors of the Franklin Square House Foundation. Susan was previously named one of the "Top 10 PR Specialists" by Women's Business Boston two years in a row.

Kelly Cohane, corporate marketing manager at GEI Consultants, Inc. and a longtime Rhino PR client, nominated Susan for the PWC-CT "Women on the Rise" Award. In her nomination, Cohane wrote: "It takes tenacity, strength of vision, and a clear long-term picture to create the kind of success that Rhino PR has enjoyed. It's safe to say that Susan Shelby has competently carved a place for herself within this industry. I am proud to know Susan and admire the accomplishments of Rhino PR."

Rhino PR is a full-service public relations and marketing practice focused on meeting the unique needs of professional services firms. 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 eight staff members and more than a dozen clients. Susan 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.

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.

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