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## **Shelby named one of "Top 10 PR specialists" by Women's Business**

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Rhino Public Relations, a specialty public relations agency, is proud to say that its principal, Susan Shelby, CPSM, has been named one of the "Top 10 PR specialists" by Women's Business Boston for the second year in a row. The list of winners will appear in the September 2007 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."

Shelby founded Rhino Public Relations after holding senior marketing positions with R.G. Vanderweil Engineers, Mount Vernon Group Architects, and HarvardNet. Previously, she served in an account management role at Mullen PR and Neva Group, two local PR agencies.

"When the opportunity came across my desk to express my sentiments about our Public Relations expert, I had to remind myself that Susan Shelby from Rhino Public Relations was actually a consultant and not an employee," said Ken Patrick, president of Environments at Work. "We have worked with Susan over the past year and in that time she has become an integral part of our team. Being a start-up, we needed help with everything from our web site to our RFP proposals, from project profiles to getting published. She has become an indispensable advisor for our management team."

The firm offers long-term PR programs and shorter-term consulting engagements that leverage Shelby's 12-year PR track record and extensive relationships with reporters and editors in local, business, and trade media. Current clients include Environments at Work, GEI Consultants, JM Coull, Margulies & Associates, and Payette.

In addition to her client work, Shelby has also been involved with the Building Materials Resource Center (BMRC) on a pro bono basis for the past two years. "Susan is very creative and forward-thinking, and has helped us shape a public relations strategy that works toward maximizing our visibility with key audiences," said Deb Beatty Mel, assistant director of the BMRC.

"We have seen a steady increase in awareness among the construction and architecture communities—important audiences for the Building Materials Resource Center, which relies on donations of building materials and, in particular, on donors who can give materials to us time and time again."

Shelby currently serves as immediate past president of the Boston chapter of the Society for Marketing Professional Services (SMPS) and recently served as a director-at-large on the Publicity Club of New England Board of Directors.

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