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## **Rhino Public Relations welcomes Hertz, Klares, Mahar and Spiewak**

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Rhino Public Relations has added four new account executives to the firm: Emme Hertz, Monique Klares, Christa Mahar and Michele Spiewak. In their new roles, they will be responsible for the day-to-day support of several of Rhino PR's clients including Acentech, Environments at Work, HMFH Architects, Margulies & Associates, and Payette.

Emme Hertz brings over 10 years of experience to Rhino PR. With a specialization in the A/E/C industry, she also has experience working with non-profit, corporate, and high-tech clients. Previously she was the director of marketing for Copley Wolff Design Group, a landscape architecture and planning firm in downtown Boston. Prior to that she provided creative consulting services in San Francisco, Miami, London, Seattle and Boston, and for companies as diverse as Street Attack (a Guerrilla Marketing company), to Volunteers of America (a non-profit human services organization). Hertz has a B.A. in English and Communications, as well as a certificate in Integrated Marketing Communications, from the University of Mass. Boston. She is a member of the BSA (Boston Society of Architects), SMPPS (Society of Marketing Professional Services), the ULI (Urban Land Institute), and the GMIA (Guerrilla Marketing International Association).

Monique Klares has more than 19 years of marketing communications and public relations experience in technology, healthcare, A/E/C and publishing. Prior to joining Rhino PR, Klares was Public Relations group director at SGW Integrated Marketing Communications. Throughout her previous employment, she executed core client programs such as speaker bureaus, media relations, customer references, media tours, image redesign and tradeshow. Klares received a B.B.A. from Iona College with a major in Marketing.

Christa Mahar joins Rhino PR with over 25 years of public relations and marketing experience within the architecture, engineering and construction (A/E/C) industry. Most recently an associate and the director of marketing for Gund Partnership, Mahar's expertise lies within the arena of strategic market analysis and marketing plan implementation as well as communications and public relations. She is a graduate of Hobart and William Smith Colleges with a BA in urban planning and a double-minor in English and British history. She also obtained a certificate of environmental impact assessment from Harvard University and has completed advanced graduate work in environmental engineering. Mahar is currently a member of the BSA and the Society for College and University Planning (SCUP), North Atlantic Regional Council.

Michele Spiewak has over ten years of public relations experience in the technology and architecture/design fields, with firms such as Art Technology Group (ATG), Shandwick International and Sasaki Associates. Most recently, she was a freelance writer and public relations consultant focusing on non-profit organizations such as community-based agencies, hospitals, school systems and municipalities. Spiewak graduated from American University in Washington, DC with a BA in

political science and environmental studies.

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