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## **Shelby of Rhino Public Relations, named one of the "Top 10 PR Specialists" by Women's Business Boston for 3rd year**

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Rhino Public Relations, a specialty public relations agency, is proud to reveal that its principal, Susan Shelby, CPSM, has been named one of the "Top 10 PR Specialists" by Women's Business Boston for the third year in a row. The list of winners will appear in the September 2008 issue of the publication.

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.

"Susan treats all of her clients as if they are her only client. She is extremely professional, very responsive and has a dynamic personality. She immediately becomes a part of your team, and makes it a point to learn and understand your business and the goals that you are trying to achieve," said Patricia Holland, assistant manager of real estate, leasing and construction for Hobbs Brook Management LLC. "She is always willing and able to assist us in any way that she can, and provides her clients with excellent advice and expertise. Susan Shelby and Rhino Relations has definitely become a great asset to our company."

The firm offers long-term PR programs and shorter-term consulting engagements that leverage Shelby's 13-year PR track record and extensive relationships with reporters and editors in local, business, and trade media. Current clients include Acentech, Environments at Work, GEI Consultants, HMFH Architects, Hobbs Brook Management, 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 recently completed her term as immediate past president of the Boston chapter of the Society for Marketing Professional Services (SMPS) and has served as a Director-at-Large on the Publicity Club of New England Board of Directors. She is also a member of New England Women in Real Estate (NEWIRE) and the Boston Chapter of the International Facility Management Association (IFMA Boston).

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About Rhino Public Relations

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Rhino Public Relations is a specialty public relations practice focusing on the unique PR needs of architectural, engineering, construction (A/E/C) and related firms. Â Founded by Principal Susan Shelby, Rhino PR is based in South Hamilton, Mass. and has ongoing engagements with companies such as Acentech, Environments at Work, GEI Consultants, HMFH Architects, Hobbs Brook Management, JM Coull, Margulies & Associates, and Payette. For more information, please visit [www.rhinopr.com](http://www.rhinopr.com)

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