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2023 Women in Construction: Susan Shelby, Rhino PR

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Susan Shelby, CPSM, FSMPS, ABCP
President & CEO

What was your greatest professional achievement or most notable project in the last 12 months? I was recently invited to speak on a podcast for the very first time. I have presented at many conferences and on webinars, but had never done a podcast. It was for the Resilience Think Tank and the podcast is called The Resilience Journey with Mark Hoffman. We discussed both PR and crisis communications during our 30-minute conversation.

How are you involved in community organizations and/or charities? I am a home visit volunteer with Yankee Golden Retriever Rescue (YGRR) out of Hudson, Mass. My husband, four-year-old golden retriever, and I visit families on the North Shore who are interested in adopting a rescue golden retriever. YGRR brings golden retrievers over from Turkey, Egypt, China, and Ukraine and helps to find them forever homes throughout New England.

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