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**FOR IMMEDIATE RELEASE**

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Contact:

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**Bill Long to Present Axiom Webinar**

**Wayne, Pennsylvania – March 12, 2010** – On Thursday, March 25, 2010 at 1:00PM ET, William R. Long, PE, LEED<sup>AP</sup>, CPSM, the president of TRINIUM Resources Group will be presenting a complimentary webinar entitled *Velcroed Relationships: How to Position Your Firm for Future Work* as part of Axiom's on-going industry webinar series.

Based on the concept of Velcroed Relationships – a topic on which Mr. Long is considered an A/E/C industry expert - this webinar will explain this concept which is based on the theory that there are multiple decision makers at a company when making a buying decision, and having employees at every level engage in client relationship building is important to your firm's success.

Then, through personal stories, anecdotes and a powerful, in-depth case study illustrating a successful Velcroed Relationship in the A/E/C industry, Mr. Long will discuss:

- The characteristics of strong Velcroed Relationships and how to capitalize on them



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- How to utilize professional and personal networks to build client relationships
- The effectiveness of multiple business activities to generate revenue

Axium is a software provider of industry-specific business solutions for Architectural and Engineering firms. Axium's products provide integrated accounting, project management, and business development capabilities in a single solution with a full-range of support services to ensure your firm gets the maximum results.

Axium has 25 years of experience in the Architectural and Engineering industry providing you comprehensive, integrated solutions to manage your firm the same way you handle business — project by project. Axium moves beyond generic accounting products to provide a range of business management solutions to improve productivity and increase profitability.

Established in 2008, TRINIUM Resources Group has swiftly become a leader in management, marketing, and human resources consulting in the design and construction industry. Led by William R. Long, PE, LEED<sup>AP</sup>, CPSM, TRINIUM provides strategic planning, peer group facilitation, customized business development and presentation training, deliverable development services, and public seminars, workshops, and webinars to firms and individuals in the A/E/C industry. Additional information on the company can be found at [www.triniumresources.com](http://www.triniumresources.com).

An active member of the building design and construction community for over 25 years, Mr. Long has authored numerous articles and columns for industry publications. In addition, he has served as moderator or panelist for a number of panel discussions



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focusing on the building industry and has also been a featured speaker at multiple industry presentations for AIA, AGC, ASLA, CMAA, ISPE, and SMPS.

A registered Professional Engineer, LEED Accredited Professional, and Certified Professional Services Marketer, he possesses a Bachelor of Architectural Engineering degree from The Pennsylvania State University and also holds a Master of Business Administration from Villanova University.

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