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FOR IMMEDIATE RELEASE

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TRINIUM President Obtains Certified Professional Services

Marketer (CPSM) Designation

Wayne, Pennsylvania – June 19, 2009 –William R. Long, PE, LEED^{AP}, the President of TRINIUM Resources Group, has been notified by the Society for Marketing Professional Services that he has successfully obtained the designation of Certified Professional Services Marketer (CPSM).

According to the SMPS website, the CPSM designation, which has been bestowed on less than 200 individuals nationwide, serves as a mark of distinction for professional services marketers and business developers. A professional with a CPSM designation is recognized as an individual who has met a rigorous standard of experience and expertise in marketing professional services and has demonstrated their knowledge of the practice and related disciplines through a thorough examination of marketing competency. This individual further adheres to the ethics and responsibilities of the profession as outlined in the CPSM Code of Ethics.

Established in 2008, TRINIUM Resources Group has swiftly become a leader in management, marketing, and human resources consulting in the design and construction



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industry. Led by William R. Long, PE, LEED^{AP}, 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.

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 focusing on the building industry and has also been a featured speaker at multiple industry presentations.

Over the past decade, Mr. Long has presented at local, regional, and national functions for the American Institute of Architects (AIA), Associated General Contractors of America (AGC), the Construction Management Association of American (CMAA), the Professional Services Management Association (PSMA), American Society of Landscape Architects (ASLA), CoreNET Global, the International Society of Pharmaceutical Engineers (ISPE), and the Society for Marketing Professional Services (SMPS). A registered Professional Engineer and LEED Accredited Professional, 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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