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TRINIUM President Authors Cover Story for Industry Newsletter

Wayne, Pennsylvania – March 25, 2009 –William R. Long, PE, LEED^{AP}, the President of TRINIUM Resources Group, has authored an article that is being featured on the cover page of the current issue of the *Principals Report*, a leading A/E/C industry newsletter published by IOMA. Entitled *Velcroed Relationships Improve Client Retention and Future Profitability*, the article is featured in the April 2009 issue of the monthly newsletter that is billed as “The Monthly Update for Engineering, Architectural, Planning, Consulting, and Design Firm Owners”.

The article presents and expands upon the concept of Velcroed Relationships which has been pioneered by Bill to define the necessary firm-client connections needed during and after a successful client pursuit. The concept is based on the fact that there is typically more than one decision-maker at a client and notes that, in order to create a lasting client relationship, multiple firm employees need to establish relationships with these decision-makers to create a true Velcroed bond. Such an interlocking bond creates a sustaining link between a firm and its clients since, if one of the components goes away, there are still many more relationships left with the client. Most informatively, the article



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presents an in-depth Case Study that demonstrates this concept both verbally and visually through a detailed, real-life, multi-year successful pursuit of a client.

In the past eighteen months, this concept of Velcroed Relationships has evolved to form the basis of multiple TRINIUM training programs, seminars, and webinars, that have been successfully utilized by design and construction firms to train their technical personal in networking, relationship building, and.....business development.

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^{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),



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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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