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FOR IMMEDIATE RELEASE

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Contact:

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TRINIUM Resources Group

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Bill Long Designated a Fellow in the Society for Marketing

Professional Services

Wayne, Pennsylvania – May 19, 2010 –William R. Long, PE, LEED^{AP}, FSMPS, has been notified by the Society for Marketing Professional Services (SMPS) that he has been selected to be recognized as a Fellow within the society.

Bestowed upon less than 100 individuals world-wide, a Fellow designation within SMPS represents the highest level of experience and leadership in marketing within the built and natural environments. Fellows are selected by a jury of Fellows appointed by the Fellows Delegate to the SMPS National Board of Directors.

Bill will be honored during *Build Business*, the SMPS National Conference which will be held in Boston on July 14 – 17, 2010.

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}, FSMPS, TRINIUM provides strategic planning, peer group facilitation, customized business development and presentation training, deliverable development services, and public seminars, workshops, and



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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 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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