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FOR IMMEDIATE RELEASE

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Bill Long Elected Trustee for the Society for Marketing

Professional Services Foundation

Wayne, Pennsylvania – August 20, 2010 –William R. Long, PE, LEED^{AP}, FSMPS, the President of TRINIUM Resources Group, has been elected a trustee of the Society for Marketing Professional Services (SMPS) Foundation. He begins his two-year term on the 11-member Board of Trustees on September 1, 2010.

The SMPS Foundation is a not-for-profit 501(c)(3) organization established by the Society for Marketing Professional Services to promote research and education that advances the body of knowledge in the field of professional services marketing and develops a greater understanding of the role and value of marketing in the industries we serve.

The SMPS Foundation actively promotes recognition of professional services marketing as an essential element of the modern A/E/C business model. It seeks to identify and evaluate evolving marketing practices and to provide marketers with information and tools needed to achieve effective results in the changing business environment.



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The SMPS Foundation undertakes a number of activities to support these objectives including funding original research, publishing White Papers, conducting industry surveys to identify developing trends, organizing periodic Think Tanks, forecasting shifting economic conditions, awarding student scholarships, and assisting in developing a comprehensive Standards of Practice for professional services marketing.

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 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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