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FOR IMMEDIATE RELEASE

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Bill Long Selected to Author White Paper for SMPS Foundation

Wayne, Pennsylvania – January 2, 2009 – William R. Long, PE, LEED^{AP}, the President of TRINIUM Resources Group, has been selected by the SMPS Foundation to research, author, and present a White Paper that will provide insight into how design and construction firms can be successful in a global marketplace. Entitled *International Marketing in the A/E/C World – Benchmarks and Best Practices*, the White Paper will focus on the Best Practices from firms in the A/E/C industry and will present the research, processes, and guidelines that successful firms utilize to differentiate themselves on the international stage as well as the metrics used to benchmark their success.

Slated for publication in the Summer of 2009, the conclusions and recommendations from this White Paper will be presented as part of *Build Business 2009* – the annual conference hosted by the Society for Marketing Professional Services (SMPS). The conference will be held at the JW Marriott Resort & Spa at Summerlin in Las Vegas, Nevada on July 15-18, 2009.



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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 that SMPS serves.

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. It undertakes a number of activities to support these objectives including conducting industry surveys to identify developing trends, funding original research to measure and evaluate effectiveness of both fundamental and new marketing practices, performing literature searches and publishing white papers on timely marketing issues, and publishing results of surveys, research and trends analyses.

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 and workshops to firms and individuals in the A/E/C industry. Additional information on the company can be found at www.triniumresources.com.



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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 Associated General Contractors of America (AGC), the Construction Management Association of American (CMAA), the Professional Services Management Association (PSMA), 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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