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The Flying Buttress Begins Publication

Wayne, Pennsylvania – September 8, 2009 – *The Flying Buttress*, the blog that serves as “The Business Guide for the A/E/C Industry”, began publication today.

Authored by William R. Long, PE, LEED^{AP}, the president of TRINIUM Resources Group, *The Flying Buttress* is viewable at www.triniumresources.com/blog and can be accessed directly or through links via the TRINIUM website-

www.triniumresources.com.

Mr. Long started *The Flying Buttress* for the same reasons that he started TRINIUM, namely:

- To help elevate the perception of the design and construction industry,
- To elevate the level of success of firms within the industry, and
- To elevate the careers of the individuals that work for and with design and construction companies.

Unlike other blogs, *The Flying Buttress* will:

- Profile industry trends – before they are widespread,

- Provide benchmarks and best practices – both from within and outside the industry,
- Feature innovative approaches and processes that will help firms and individuals to succeed,
- Provide tips for revenue-generating and profit-making, and
- Also feature some of Mr. Long’s personal predictions based on these comments.

In addition, the blog will include some of Mr. Long’s thoughts, observations, and opinions on items of personal interest from both inside and outside the industry.

Most importantly, *The Flying Buttress* will be informative to employees at all experience levels – whether an individual is entry-level, mid-career, or a senior executive – and will be equally informative to individuals employed at either design firms or construction companies. In addition, the blog will be interactive with all readers having the ability to provide feedback and comments on the posts. Viewers will also be able to subscribe to the blog via an RSS Feed or by providing their email address.

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



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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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