

One of the constants throughout GNU's 40 year history is our founder, Rich Burns. He remains intensely involved and a great asset and resource. Rich relishes his role of providing his creative talents for our clients and offering his insight and guidance to the firm.



Throughout his 40 years with GNU, Rich has been involved with all manner of professional activities. Since the ownership transition to Phil Murphy, the firm's core focus has been environmental branding, wayfinding and signage. Rich's credentials in this arena are prodigious. He was one of the initiators of this professional discipline through his role as a founder the **Society for Environmental Design** (SEGD).

His long suit, however, continues to be marketing communications. Assisting professional firms and real estate companies to improve their marketing and communications skills is his first love. Since relinquishing the reins of the firm,

Rich has had time to add author and educator to his resume. He wrote the *A/E/C Ultimate Marketing Plan*, a process oriented guide to creating effective marketing and business development programs. He developed the curriculum for the Urban Land Institute's Marketing Real Estate course which he teaches regularly. He is also a member of the PSMJ Resources (<http://www.psmj.com>) consultant team and shares his insight and experience as a regular contributor to PSMJ's newsletters.

Read some of what Rich has to say about marketing professional service firms, visit <http://www.gnugroup.com/psmjnewsletters.pdf> or to read more about Rich's activities go to Phil's blog <http://bit.ly/eRP208>.

