



## STACY W. RANIERI

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Stacy Ranieri is the founder, President and Chief Illuminator of **The Firefly Group**, a public relations, marketing and community outreach firm headquartered in Palm City, Florida. Born and raised in New York and a resident of Florida since 1993, Stacy has nearly twenty years of experience in marketing and communications, public relations, community outreach, strategic planning and project management.

### Background

In New York, Stacy held a variety of professional positions in the private, public and non-profit sectors including the **National Audubon Society**, the **New York Landmarks Conservancy**, the **City of New York's Economic Development Division**, and the **Metropolitan Life Foundation**.

After leaving the frenetic pace of New York City, Stacy moved to Martin County and worked in the County's Solid Waste Division while pursuing her Master's Degree. After serving as Executive Director of **Keep Martin Beautiful** she took time off to have a family. Serendipity led to her hiring as a community liaison for the County to help them implement tasks associated with their Florida Department of Community Affairs designation as a Sustainable Community. Stacy helped create the non-profit **Sustainable Martin Alliance** and spent several years building a consensus based group of diverse representatives of the community.

In 2003, The Firefly Group was formed. Today, the firm has a diverse client base, from small businesses and local non-profits to large landowners, government agencies and Fortune 500 companies.

### Education

Stacy has a *Bachelor of Science* degree in **Marketing and International Business** from New York University's Stern School of Business and a *Master of Science* degree in **Environmental Resource Management** from Florida Institute of Technology.

### Community Involvement & Recognition

Stacy is deeply involved in her community and currently serves on various boards including the **Stuart/Martin County Chamber of Commerce**, the **United Way of Martin County** and is a county appointed member of the **Palm City Neighborhood Advisory Committee**. In 2009, she was accepted into Leadership Florida Class XXVIII. Stacy served as a Governor appointed member of the **Committee for a Sustainable Treasure Coast** and is the past-President of the non-profit spinoff organization **Sustainable Treasure Coast, Inc.** Her firm also provides substantial pro bono services to numerous non profit organizations that focus on environmental and children's issues and was awarded the 2009 Business Woman of Distinction by the Soroptimist International of Stuart.

Stacy lives in Palm City with her husband and their two children.





## COMMUNITY INVOLVEMENT (cont'd)

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Her firm also provides pro bono and reduced rate services to numerous non profit organizations that focus on the environment and services to children including: Tykes & Teens, Boys & Girls Clubs of Martin County, Treasure Coast Children's Museum, the Treasure Coast Wildlife Hospital.

Stacy's community involvement throughout her career has been extensive.

- ☞ Palm City Neighborhood Advisory Committee (2009 – Present)
- ☞ Stuart/Martin County Chamber of Commerce Board of Directors (2008 - Present)
- ☞ United Way of Martin County Board of Directors (2006 - Present)
- ☞ Sustainable Treasure Coast, Inc. – President (2007 – 2009) Current Officer  
Founding Board Member/Treasurer (2006 – 2007)
- ☞ Boys & Girls Clubs of Martin County – Chair, Gathering of Goddesses (2005-Present)
- ☞ LEADERship Martin County Alumni (2000-Present)
- ☞ Treasure Coast Green Building Conference, Publicity Chair (2007 - Present)
- ☞ Citizens for Conservation and Parks – pro bono media relations services in support of the half cent sales tax referendum to purchase conservation lands and enhance parks & recreation facilities, which voters approved in November 2006
- ☞ Martin County Public Art Advisory Board, appointed member (2004 – 2007)
- ☞ LEADERship Martin County Economic Day Planning Committee (2004 – 2006)
- ☞ National Philanthropy Day, Publicity Chair (2005)
- ☞ United Way - Citizens Volunteer Grant Review Panel (2003 - 2006)
- ☞ Committee for a Sustainable Treasure Coast, Governor Appointed Member (4/04–9/05)
- ☞ LEADERship Martin County Government Day Planning Committee (2000-2004)
- ☞ Bridges Montessori Ambassador Committee (2002 to 2005), Gala Chair
- ☞ Economic Council of Martin County Blue Ribbon Task Force (2000-2002)
- ☞ Martin County Sustainable Communities Team (1999-2003)
- ☞ Indian RiverSide Park Team (1999-2001)
- ☞ LEADERship Martin County Class 10 (1999)
- ☞ Volunteer, Lands for Healthy Rivers PAC (1998)
- ☞ Environmental Task Force Member, MC Planning Initiative, United Way (1997)
- ☞ Local Emergency Planning Council, District X Member (1996-1997)
- ☞ Environmental Crimes Coordinating Committee, Chair (1996) Member (1995-1997)

