

Your News

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BUSINESS

The Firefly Group recognized as a Best Place to Work

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PALM CITY — The old saying goes that if you find a job you love, you'll never work a day in your life. And if you ask the employees, who call themselves "fireflies," at the Palm City-based public relations firm, The Firefly Group, they'll tell you that although they are busy churning out award-winning work every day, the family atmosphere, camaraderie and high quality clients they get to work with certainly make their job more enjoyable.

The fun-loving atmosphere at The Firefly Group is just one reason why the firm was recently recognized by HR Martin as a 2011 Best Place to Work in Martin County.

Firefly was the only small business with fewer than 50 employees to win an award, which was presented to Stacy Ranieri, president, founder and Chief Illuminator of The Firefly Group by WPTV NewsChannel 5 anchor Kelley Dunn who



The staff of The Firefly Group celebrates the recognition of their business as a 2011 Best Place to Work in Martin County. From left to right: Dawn Fritchie, Jessica Layne, Melissa Zolla, Rob Ranieri, Stacy Ranieri (President & Founder), Nancy McCarthy and Jennifer Whiting.

served as mistress of ceremonies during the HR Martin awards luncheon.

"With a growth rate of more than eight percent in the past year, employees at The Firefly Group undergo an extensive training

process and enjoy 28 paid days off per year. They also receive breakfast every Friday, celebrate birthdays as an office at local restaurants, and receive free memberships to Martin Downs Sports Resort," Dunn said.

"The nature of our work is very strategic and also very creative. Sometimes there are early-morning client meetings or evening or weekend events. We're always juggling many priorities and under a lot of

pressure to meet our client's deadlines," said Ranieri. "We recognize the stress level can be very high at times so it's important that our employees feel appreciated and valued and that we can sit around the table at lunch like a big family and laugh and blow off steam."

"HR Martin hosts this program annually to recognize organizations for setting standards for other employers to aspire to. This is a great success for businesses like Firefly, and it recognizes their dedication to providing their employees with a strong work-life balance," said Louise Sikorski, HR Martin public relations chair, and a client with experience interacting with the company. "It's easy to see how that environment translates into successful outcomes for clients."

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