

Ranieri honored for Sustainable Leadership

Jessica Layne, a member of the Treasure Coast community. This story is neither endorsed by nor affiliated with this site.

Originally published 10:47 a.m., June 16, 2010

Updated 10:47 a.m., June 16, 2010



Stacy Ranieri was honored with the 2010 Sustainable Florida Best Practice Award in Leadership from the Collins Center for Public Policy.

PHOTO BY: STEVEN MARTINE

PALM CITY — Stacy Ranieri, president and chief illuminator of The Firefly Group headquartered in Palm City, was honored with the 2010 Sustainable Florida Best Practice Award in Leadership from the Collins Center for Public Policy.

Ranieri was one of seven winners selected among 109 nominees from throughout the state that represent a broad array of environmentally sound business practices. She was selected based on her dedication to projects and initiatives that promote sustainable communities and a more sustainable Florida.

While presenting her with the award, Benjamin Parks, with the Florida Farm Bureau Federation, remarked: "Stacy is the former director of Keep Martin Beautiful, created two sustainable community education programs, forged the Sustainable Martin Alliance and was tapped by Governor Bush to serve on the Committee for a Sustainable Treasure Coast. She then helped to found a non-profit spinoff to keep the Committee's vision in front of policy makers."

Ranieri began focusing on sustainable community education in 2000 when Martin County was designated a Sustainable Community through a pilot project initiated by the Florida Department of Community Affairs. She also helped to found the Sustainable Martin Alliance, a 501(c)(3) non-profit organization. In 2004, she served as a governor-appointed member of the Committee for a Sustainable Treasure Coast, which united the environmental, business, health and human services, agricultural, educational and political leadership to focus on a shared vision of how that region could become more sustainable.

“One of the areas that Stacy’s company - The Firefly Group - focuses on is community outreach, education and public engagement plans for her clients. It is a more effective way to provide information to the public that creates transparency, battles ignorance, and uses plain-language communications to deliver the message,” Parks said.

This marks the 12th year the non-profit Sustainable Florida, a program run by the Collins Center for Public Policy, handed out Best Practice Awards. The Awards honor businesses, organizations and individuals whose work demonstrates that a healthy environment and a healthy economy are mutually supportive.

“Promoting the concept of sustainability—the idea that the natural, built, economic and social aspects of our community are inextricably linked—has been my passion. To be singled out amongst such an impressive list of nominees who champion sustainability every day and receive this recognition is very humbling,” Ranieri added.

About The Firefly Group

The Firefly Group is a public relations and marketing firm servicing businesses, landowners, non-profit organizations and government agencies. With a focus on providing comprehensive, strategic and sustainable solutions, Firefly works with clients to identify ways in which to successfully meet their organizational and project goals and objectives through effective communications. Industry areas include: agriculture, energy, environment, government, marine/water, non-profits, science/education, small businesses and sustainable community development. For more information call (772) 287-5272, visit <http://www.fireflyforyou.com> or follow us on Twitter at <http://www.twitter.com/FireflyGroupPR>.

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