

**HR FLORIDA SELECTS FRENCH/WEST/VAUGHAN AS
PUBLIC RELATIONS AND MARKETING AGENCY OF RECORD**

*State affiliate for Society for Human Resource Management is
Florida's leading resource for HR Industry*

RALEIGH, N.C. (Feb. 28, 2017) – [French/West/Vaughan](#) (FWV), one of the nation's leading independent public relations, advertising and digital marketing agencies, has been selected by [HR Florida State Council](#) to elevate its visibility and value in the human resources industry. HR Florida is the premier resource for best practices serving the public and HR professionals in the state of Florida.

FWV will manage all external public relations initiatives, as well as other marketing efforts, for the council. Work has already begun in preparation for HR Florida's annual conference, which will take place Aug. 28-30, 2017, in Orlando.

HR Florida currently represents more than 14,000 HR professionals and 6,300 Florida employers, ranging from large corporations to small businesses. As the state affiliate of the [Society for Human Resource Management](#) (SHRM), the council's primary objective is to support the mission and initiatives of SHRM through education.

"We are very proud to be one of the preeminent SHRM state councils in the country," said HR Florida State Council President Lynnette Holsinger. "We believe partnering with an agency like French/West/Vaughan will help HR Florida reach even more HR professionals and employers that could benefit from our offerings and expertise."

In addition to its annual conference, HR Florida facilitates a variety of programs and events throughout the year that focus on areas including College Relations, Diversity, HR Certification, Legislative Affairs and Workforce Readiness. HR Florida is also a leader in raising funds for the SHRM Foundation and was recently named the top fundraiser in the country for state councils in 2016. SHRM Foundation provides HR professionals with scholarships, opportunities, solutions and resources to create change in their organizations and communities.

Beyond increasing awareness of HR Florida, FWV is tasked with increasing chapter membership among the 28 Florida state chapters, driving annual conference attendance, and providing ongoing marketing and social media counsel. HR Florida is a 100 percent volunteer organization. This is the first time the organization has established an agency of record relationship.

About HR Florida State Council

Representing over 14,000 human resource professionals and 6,300 Florida employers, HR Florida State Council is the state affiliate for the [Society for Human Resource Management](#) (SHRM). HR Florida facilitates services and programs for the collective interest of the state's SHRM and local chapter membership, and promotes activities that serve and advance the human resources profession. Its primary objective is to support the mission and initiatives of SHRM through education. HR Florida is a 100 percent volunteer organization consisting of 28 SHRM-affiliated chapters across the state. For more information, go to [HRFlorida.org](#), Facebook at [Facebook.com/hrflorida/](#), Twitter at [@HRFlorida](#), or [LinkedIn](#).

About French/West/Vaughan

French/West/Vaughan (FWV) is one of the nation's leading public relations, public affairs, advertising and digital media agencies, with offices in Raleigh, New York City, Los Angeles and Tampa. National, international and local clients represented by the agency include Wrangler, ABB, PCSU, Hood River Distillers, Melitta, and Moe's Southwest Grill restaurants. FWV is a partner in IPREX, the \$200 million network of communication agencies, with 1,500 staff and 100 offices worldwide. For more information, please visit [fwv-us.com](#).

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