

THE IMPORTANCE OF ASSOCIATION INVOLVEMENT



As a business in Florida's human resources industry, it is crucial to be an active participant in HR Florida State Council's media program. There are many ways to get involved, such as reading and passing along our publications, advertising in print and online, and getting in on the conversation through social media. Your involvement not only benefits the industry - it directly impacts your business.



ENHANCE YOUR NETWORK



REACH YOUR TARGET MARKET



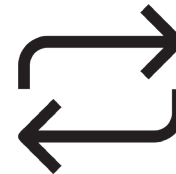
RECRUIT



INCREASE BRAND AWARENESS



DRIVE ENGAGEMENT



EXCHANGE IDEAS



**INCREASE CREDIBILITY/
THOUGHT LEADERSHIP**



**LEARN NEW SKILLS/
STAY COMPETITIVE**



**BUILD RELATIONSHIPS/
PARTNERSHIPS**

HR Florida State Council is pleased to work with Naylor, LLC as the official integrated media solutions partner for our organization. With Naylor, we produce *HR Florida Review* magazine, *HR Florida Newswire* eNewsletter, and our annual *HR Florida Conference & Expo Guide*.

If you are interested in getting involved, please contact Debbie Phillips, Publication Director, at dphillip@naylor.com or (352) 333-3440.