

**KEYS**WEEKLY

## THE SOUTHERN GROUP ADDS FLORIDA KEYS NATIVE ERIN MUIR TO LOBBYING TEAM

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*Erin Muir is a lobbyist with the Southern Group. She will work in the firm Florida Keys office. CONTRIBUTED*

A sixth-generation Upper Keys native and former legislative aide to then-state Rep. Holly Raschein will be lobbying for the island chain.



On Feb. 5, the Southern Group announced the addition of Erin Muir to the firm's Florida Keys office. Muir will work alongside Kate DeLoach, who has been leading the firm's office in the Keys since 2019, to strengthen advocacy and community engagement efforts in the Keys.

Muir brings deep roots in the Keys and a career grounded in public service, nonprofit leadership and community engagement.

"I have had the privilege of working with Erin Muir in the Florida Keys since the 2012 election of Holly Raschein and in every cycle since, across virtually every campaign scenario imaginable," said David Johnson, CEO of the Florida House Republican Campaign Committee. "Her knowledge of Monroe County, its people, its issues and its politics is unmatched in my experience. Combined with her strong strategic instincts, Erin's addition will further enhance the outstanding work Kate DeLoach continues to do on behalf of clients in the Southern Group's Keys office."

DeLoach and Muir have known each other since childhood, and their professional careers first converged in public service when they worked together in the office of Raschein, where both served as legislative aides.

"Erin's sixth-generation Keys roots are well known, but it is her work ethic and dedication to her community that have made her a trusted leader in the Keys and beyond," said

Rachel Cone, senior managing partner of the Southern Group Florida. "We are thrilled to welcome her."

Muir has also worked with Mote Marine Laboratory and the Florida Keys History & Discovery Center, supporting community engagement and outreach initiatives. Earlier in her career, Muir worked outside the Keys with the American Cancer Society and Ronald McDonald House Charities.

Muir has held leadership roles across health, education, cultural and historical organizations, and land stewardship. She is a board member and past chair of the Florida Keys Healthy Start Coalition and chair of the Monroe County Land Authority Advisory Committee. She serves as a trustee of the Historical Preservation Society of the Upper Keys and as an executive board member of the Florida Keys History and Discovery Foundation, where she served from 2016-2018 and again since 2022. Muir is also an active member of the St. James Children's Center advisory board and fundraising committee and Upper Keys Business & Professional Women.

From 2013 to 2020, Muir coordinated Florida Keys Day in Tallahassee and is a graduate of Leadership Monroe County, Class XXIII.

Muir earned bachelor's and master's degrees in political science from the University of Florida, specializing in public affairs, with additional training in history and public-sector leadership. She lives in Tavernier with her husband and two children.



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