



## **HR Magazine Asks Tough Questions, Draws Support from Fulcrum Partners**

Ponte Vedra Beach, FL -- (May 28, 2014) -- With Human Resources (HR) issues becoming increasingly challenging, executive benefits consultancy, Fulcrum Partners LLC, has joined with an elite group of Human Resources and [Executive Benefits](#) industry professionals to deliver pragmatic answers to some of today's toughest HR questions. Through an eMagazine platform, **PSX: People Strategy Exchange** (THE EXCHANGE) was soft launched in January 2014. Published monthly, THE EXCHANGE is releasing its fifth issue this week.

[Bruce Brownell](#), Managing Director Fulcrum Partners, explains, "Human Resources executives, Executive Compensation Committees and upper management personnel-- people who have the most to lose-- don't always understand how and why deferred compensation is critical in every conversation about Total Rewards. Fulcrum Partners is trying to inspire executives and their companies, to examine the true value of their Total Rewards packages. THE EXCHANGE is a great tool for drawing attention to the real

questions people should be asking about their retirement benefits and other critical HR issues.”

Michael Graham, founder and publisher of THE EXCHANGE, says that after 40 years in the people industry, he and others felt there was an unfulfilled need for a higher level of discourse on the critical people and organization issues of the day. Graham says, “We wanted to speak to and hear from the board members, executives and top human resource professionals about how they can and have created competitive advantage for their organizations. We were tired of reading the “fluff” articles that other media outlets were serving up specific to the challenges facing organizations today without being academic. To accomplish this, we invited distinguished individuals with track records of success in providing solutions to participate in the direct discourse that isn’t typically being shared with the public.”

Each month, THE EXCHANGE is direct emailed to readers. The magazine is also published via [Issuu.com](http://Issuu.com) and available on online at: [www.theexchangeforpeoplestrategy.com](http://www.theexchangeforpeoplestrategy.com)

Elizabeth Hall, Creative Director of THE EXCHANGE, says, “We hope every issue hits you right in the gut, takes your breath away, and urges you to get a piece of chocolate. Like moving inside great architecture, we strive to invite you in, to challenge your perspective, to inspire a new thought...move you to make changes, or pat yourself on the back for a recent accomplishment. THE EXCHANGE is on the loose...”

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Fulcrum Partners LLC ([www.fulcrumpartnersllc.com](http://www.fulcrumpartnersllc.com)) is one of the nation's leading and largest executive benefits consultancies. A team of experienced industry professionals, the consultants at Fulcrum Partners focus on an integrated approach to the design, financing, and plan administration of executive benefits programs. Fulcrum Partners LLC is a wholly independent, member-owned firm dedicated to helping organizations enhance their Total Rewards Strategy. Founded in Ponte Vedra Beach, FL in 2007, today the company has offices in Atlanta; Chicago; Charleston, (South Carolina); Columbus, (Ohio); Delray Beach, Florida; Honolulu; Houston; Los Angeles; Orlando; Ponte Vedra Beach, (Florida); Portland, (Oregon); and Washington D.C.

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