



# jsb-writer

Julie S. Bettinger

[Home](#)  
[Professional Profile](#)  
[About Her Work](#)  
[Writing Samples](#)  
[Credentials](#)  
[Contact](#)

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## WRITING SAMPLES

### Promotional/Public Relations

#### Press Release

#### FOR IMMEDIATE RELEASE

TALLAHASSEE, FL, January 17, 2007 Saxon Hannon has joined The Parrish Group, a building and development company, as Director of Construction. Hannon, formerly a director of construction for the St. Joe Company in Gulf County, is a state certified building contractor. He has nearly 15 years in residential and commercial construction.

A Tallahassee native, Hannon started his career working in a family construction business. He relocated to Colorado to work for a large production residential developer and returned to Tallahassee, eventually working as purchasing manager for Tallahassee Memorial Hospital. He joined the St. Joe Company in 1998 and enjoyed an 8-year career as part of the original SouthWood team as well as overseeing construction projects at the coast.

Hannon has been an active member of the Tallahassee Builders Association, serving as its president in 2005.

He's also a long time member of the Tallahassee Exchange Club.

"The best experience I received working in construction was purchasing the products and warranty," Hannon says. "I was able to better understand the importance of purchasing quality and working with manufacturers that stood behind their product."

With today's highly informed consumer, he says that's even more important. It's not unusual for homebuyers or business owners to do their own research on products being used on their construction project. And that means a higher expectation of the builder.

"That's what's comforting about working with Parrish Group," Hannon says. "Robert Parrish is one of the most caring builders I know. My goal is to make sure his products continue to be well represented – before and after the sale. What separates us is our customer service."

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