



jsb-writer

Julie S. Bettinger

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WRITING SAMPLES

Promotional/Public Relations

A CEO's Vision Comes True

So there's this firm that purchases a building, then hires a new Chief Executive Officer only to learn that the space isn't near what's needed to fit her vision for the company. And they haven't even moved in yet.

Now, in most circumstances the error would cost the company a bundle. Fortunately for this company - FHBI - Parrish Group was not only willing to buy the building back, but offered to build them a new, larger building in a nearby office park.

Talk about accommodating.

"We moved into the other location July of 2005 and moved to the new building the following July - almost to the day," says Carolyn B. Littlefield, FHBI, Inc. Chief Executive Officer.

If the name doesn't sound familiar, FHBI is a wholly owned subsidiary of the Florida Home Builders Association and provides insurance solutions and other benefits to association members. FHBI works through a network of insurance agents to provide products that fit the needs of the construction industry.

Littlefield says their new 31,000 sq. ft. building in Regional Center came with additional perks. She was able to customize the interior to fit her desire for an "open, yet functional" design.

"The employees just love it," she says. "And with the landscaping Robert (Parrish) added, including gas type lampposts, it's a real showplace. "

It's space the company can grow into, she says, which may not take long considering her business plan and drive.

Says Littlefield, "I see us becoming a major part of this community."

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