

**J.E.Charlotte Construction Corp. Selects Baskerville Advertising and  
launches new website**

June 3, 2009 Sarasota, Fl.- J.E.Charlotte Construction Corporation, a commercial general contractor and construction management firm, headquartered in Venice, Florida, has retained Baskerville Advertising, Inc. to build and market its brand. The firm debuted the Baskerville-designed website in mid-May [jecharlotte.com](http://jecharlotte.com) . It's intended as an informational listing of JEC's services, capabilities and for subcontractors to interface with upcoming JEC projects.

Jeff Charlotte, owner and president of the three year-old construction firm, has more than 30 years of commercial experience on various projects from Hillsborough to Charlotte counties along Florida's Gulf Coast. His work includes a wide range of projects from multi million-dollar high rises such as the [1250 Medical Plaza](#), to a retail convenience and office complex.

In selecting Baskerville, Mr. Charlotte stated: "We were looking for a professional, creative and business-minded agency that understands what we are about. Baskerville has a solid successful branding background and that is what we need to help grow JEC in the next few years."

The agency has created a marketing strategy directed towards architects, developers and the business community for JEC.

Baskerville has been in Sarasota since 1982.

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