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## **12 Connecticut Companies Give High Marks to Diverse Supplier Development Program**

*The path to success just became clearer for the 12 diverse business owners who completed the second full cohort of the Diverse Supplier Development Academy (DSDA) in May. New market and cash management strategies are some of the takeaways that will be implemented by these growing companies.*

HARTFORD, CT, June 23, 2015 – The Diverse Supplier Development Academy presented 12 diverse business owners with diplomas in recognition of their successful completion of the 2015 spring DSDA cohort. This is the second cohort of diverse businesses to complete the program, and this milestone is just the beginning. These businesses now have a resource they can rely on for strategic input and hands-on support as they implement the new plans developed during the program.

The already-successful entrepreneurs from this cohort are at the helm of high-performing businesses poised for advancement. These diverse business owners now need to tackle big growth plans with financing, expanded leadership teams, and other strategic solutions that they can formulate much easier – and more quickly – by working shoulder-to-shoulder with the DSDA than going it alone.

“We like that we can actively support businesses that can create jobs and make a positive impact on our regional economy,” stated John Prete, COO, United Illuminating Company; Senior Vice President, UIL Holdings Corporation; and board member of DSDA. “The cohort included construction companies, energy efficiency service providers, and healthcare professional service and information management companies—all industry winners,” he concluded.

Susan Sullivan, owner of CDM Imaging, located in Brookfield, CT, reflected on her experience in the DSDA program: “At first I was skeptical about how the DSDA could make a difference. What we deliver is very specialized and requires a high level of customer service and security. But even before we were halfway through the cohort, I was working on long-term strategies.” She went on to explain, “It is now clear what work needs to be done to take the company where I want it to be. Because the DSDA will continue to provide an executive SCORE mentor and business school interns, the process will be much faster and I can be more certain of decisions made. They hit on the real key elements of business success.”

Another alumnus of the DSDA program explained: “The DSDA provides an invaluable service to minority- and women-owned businesses,” said Rohan Freeman, CEO of Freeman Cos. “They have certainly done that for Freeman Companies. Since our first encounter with the DSDA, we have experienced rapid growth as a result of implementing their workshop strategies. Minority- and woman-owned businesses

will benefit greatly from the assistance that the DSDA can provide them and I would greatly encourage them to participate in the DSDA programs.”

With the completion of this most recent cohort, the DSDA now has provided 36 diverse businesses with additional market insight and the resources they need to increase revenue and hire more employees. They now know the next stage of success is achievable.

**About the DSDA:**

The DSDA focuses on the growth of diverse businesses that have contributed to economic growth in Connecticut.

The DSDA was launched in 2013 with the active participation of Eversource Energy and funding from its Foundation, the Greater Hartford chapter of SCORE, and input from several diverse businesses during pilots in 2011. The DSDA has successfully served 36 businesses. The program’s next full cohort will begin in September 2015. Visit [www.dsdaCT.org](http://www.dsdaCT.org) to learn more.

**For More Information:**

Follow the DSDA on LinkedIn at <https://www.linkedin.com/company/diverse-supplier-development-academy-inc->

Read more DSDA Success Stories at <http://www.ctihub.com/show/supplier-development-academy/photos>

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