

FOR IMMEDIATE RELEASE



Diverse Supplier Development Academy Teaches Diverse-Owned Businesses like Freeman Companies the Skills They Need to Get Ahead

The DSDA offers educational and mentoring support to thousands of women- and minority-owned businesses in Connecticut. Freeman Companies, a professional consulting company of choice for civil engineering, land surveying, and environmental sciences services, attended the DSDA's initial six-week program and experienced dramatic growth, with revenues increasing from \$6M to \$18M.

HARTFORD, CT, July 7, 2015 - The Diverse Supplier Development Academy (DSDA), a Connecticut non-profit organization that works to develop opportunities for diverse Connecticut-based businesses, provides minority- and women-owned businesses a competitive advantage that helps them more fully contribute to the local economy. A recent participant of the program, Rohan A. Freeman, owner of Freeman Companies, attributes his company's growth to his DSDA experience. After participating in the program, Freeman Companies developed new online business that increased the company's revenue from \$6M to \$18M and put them on a new path and the next phase of growth.

"There are a lot of factors to consider when running a business," explained Freeman. "The DSDA teaches you what your business needs to grow and be successful." Shortly after completing the six-week program, Freeman Companies was able to secure a large building that will not only allow for its continued rapid growth, but will also provide a second income stream from leasing a portion of the building to other businesses.

"The DSDA is proud to play a role in helping minority and women business owners achieve their goals and expand their businesses," explained Ronald C. Licata, Executive Director of the DSDA. "Not only do the businesses benefit from the growth, but so does the entire community as these businesses create jobs and contribute to the long-term stability of the economy."

One of the biggest benefits of the DSDA program, said Freeman, was the ability to learn more about long-term planning as well as financial planning for his business. "I think it's very valuable for leaders in business to attend the program, particularly for business owners and for c-level leaders," Freeman explained. "Additionally, specific people within the organization should attend specific segments—such as marketing, human resources, or budgeting—so that the managers of those areas will have the big picture."

Freeman Companies entered the academy with eight employees and now employs 32 workers. The company expects hiring to be vigorous throughout the remainder of 2015. While he has attended

other programs, Freeman believes the benefit of attending the more robust six-week program offered by the DSDA is worth the time and investment. “No matter how long you’ve been in business, I would encourage you to attend the DSDA program,” said Freeman. “Even if you’ve been in business for a long time and you are doing things right, the DSDA can help you improve. Unlike some other places that have a program for the sake of having a program, the DSDA’s relevant and useful information can be applied every single day in your business.”

The DSDA’s next six-week program will begin in the fall. Diverse business owners are invited to apply at <http://dsdact.org>.

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 to learn more.

About Freeman Companies:

Freeman Cos. offers civil engineering services — designing stormwater systems, sewers, parking, drainage, foundation support evaluation, construction permitting and inspection — as well as land surveying and environmental analysis. Visit <http://freemancos.com> 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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