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NEWS RELEASE

Diversity Construction Group is open for business and thriving

James Keaney created a win-win business model by founding a full-service construction company and providing operational support to minority business affiliates.

Cheshire, Conn – March 28, 2012– The construction industry is still suffering from the recession, but one small general contracting start-up has found a way to provide the service and flexibility that clients seek, and also help increase the supply of quality minority business enterprise subcontractors in the process.

James A. Keaney, Jr's, founding of Diversity Construction Group LLC, was the result of years of experience working with minority business enterprises (MBE) while managing the billion dollar school construction program for the City of Hartford . "There is great demand for minority business services, especially in public work, and there's a great supply of talent; but having talent and owning and running your own business are very different things," he explained. Because of that dilemma, he said, minority subcontractors capable of meeting the requirements of the more sophisticated general contractors are still difficult to find.

What he learned was that many small contractors really need someone with a greater range of business experience to help them succeed. "There are many talented individuals having a difficult time simply because they are too small to support the overhead needed to be a successful, efficient contractor. There is a critical volume that needs to be achieved to establish a foundation for continued growth."

Keaney ultimately created Diversity Construction Group, LLC, a general contractor that also specializes in partnering and mentoring non-competing start-up MBE firms. These MBE firms will subcontract independently as well as to DCG.

According to Keaney, his vision is to help a select group of individuals build successful minority contracting businesses by having them share many of the common resources that are necessary to be successful and to satisfy the larger, more sophisticated clients..

Diversity Construction Group, LLC is a full service general contractor and consortium for a select group of non-competing minority business enterprises.

For more information about Diversity Construction Group and how to become an affiliate visit.
www.diversitycg.com

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