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**FOR IMMEDIATE RELEASE:**

**Jean Kristensen Associates, LLC Now Certified in the Commonwealth of Massachusetts**

**New York, NY:** Jean Kristensen Associates, LLC has been certified as a Minority and Woman-Owned Business (MWBE) in the Commonwealth of Massachusetts.

The situation for minority and women-owned businesses has shown signs of improvement in recent years, but still has a long way to go. A 2016 executive order from the Mayor of Boston stated there must be equal competition for city contracts for women and minorities, but recent numbers tell a different story. In 2018, less than 1% of \$664 million in contracts for construction and professional goods went to MWBEs.

While these statistics may deter others, JKA sees a real opportunity for MWBEs in Boston. Currently, many city councilors are fighting for more equality in the procurement process. As communities in Massachusetts continue to become more diverse, it is anticipated that more minorities and women will open businesses over the next few years.

“What we are seeing in metropolitan areas throughout the northeast is an increasing desire by government agencies and large corporations to work diverse suppliers,” said Jean Kristensen, “The problem is that there is a disconnect when it comes to managing expectations.” That’s is where JKA sees a huge opportunity to start a new conversation, aligning opportunities to do business with government agencies and corporations with the needs and expectations of diverse suppliers.

Over the last year, JKA has worked with diverse groups of small businesses, ranging from startups to seasoned firms, helping them gain access to over \$60 million in government contracts. JKA’s current projects include MWBE Capacity Building, Professional Development, and Training and Compliance for some of the top projects in the northeast region worth billions of dollars. To

facilitate JKA's growing expansion, the firm recently opened an office in Meriden, CT, and plans to open an office in the Boston area in 2020.

For more information about JKA, please call 917-397-7242, ext. 101.

**About Jean Kristensen Associates, LLC:** Jean Kristensen Associates, LLC is a full-service consulting firm providing tools and resources to small, minority and women-owned firms seeking to increase revenues through government contracting, certification and innovative business strategies.