

A Brother to Brother Business

D&J Associates bringing people together



For the past sixteen years, the Covington brothers from Mississippi have been providing governmental affairs and business development services to clients in Mississippi and Washington, D.C.

By JACK CRISS

With their many years of combined service in the public and private sector, brothers Danny Covington, Jr. and Robert “Bob” Covington decided to combine their talents to form D&J Associates, LLC, a consulting/lobbying firm that specializes in making connections between like-minded parties. The goal, the brothers said, is to help those connections—which the two have made through their years of experience—turn projects and programs into a viable reality for their clients.

Headquartered in Vicksburg, D&J Associates has become known since launching in 2009 for helping their clients reach the right person, in the right position, for their specific needs.

“We specialize in a variety of fields in order to help our many clients, including government relations, congressional and legislative affairs, community, economic, business and industrial development, as well as purchasing and procurement,” said Danny, who specializes in government affairs. Brother Bob, the senior advisor for the firm, added that “we provide access to government officials or the proper entities that can best be able to approval or give clearance to get our clients’ plans moving forward.”

“D and J are actually the initials of Danny and his wife, Joyce” explained Bob about the origins of the firm. “We started several years back after Danny decided to leave government work, where he was

primarily acting as a consultant in a number of capacities. When we first opened our doors, we were focused mainly on helping small Mississippi businesses obtain needed financing. I was still working in state government here in Mississippi at the time and, when I made the decision to retire from that is when Danny and I really hit the ground running to expand our services and, consequently, our business.”

Danny works primarily in Washington, D.C. where he lives with his family, while Bob holds down the Vicksburg office where the firm is based. Both brothers have long and distinguished backgrounds in government work and service, with Bob having spent 17 years working for Mississippi governors Haley Barbour, Phil Bryant and Tate Reeves.

D&J is now also involved in several international projects looking primarily at the African continent for opportunities—particularly Nigeria—and working presently with a company in Mexico.

“We can facilitate trade missions and that is certainly something we’re looking at doing more of in the future,” said Danny.

“We work with a plethora of clients

but are really focused on where the future in our field, and business in general, is heading,” said Bob. “That includes developments such as AI, for instance. Actually, the ideal client for us at this point would be one who is already familiar with and using such modern innovation but want to move up to a higher level with the connections we can provide.”



Danny Covington



Bob Covington

The two both agree that the expertise they have gained over their many years of working in government, as well as—once again—the connections they have made over those years, makes D&J Associates a cut above many other firms that engage in similar work.

“Once people look at where we’ve both been, where we’re coming from and also where we are currently going, they’ll see that we are more than prepared to assist them in their goals,” said Bob. Danny concurs with his brother.

“It’s an overused term in business but, really, our firm is a ‘one stop shop,’” said Danny. “In my career, I have worked for leaders like Thad Cochran and Trent Lott, I’ve worked in the U.S. Senate, have worked under four Presidents—Reagan, Bush, Clinton, and George W. Bush—and managed Webb Franklin’s district

operation when he was in Congress. We both know how the work is done and how the right connections are made. It’s what we’ve done all our adult lives. Frankly, we can open doors because we know how government operates, from top to bottom. There’s little that we haven’t seen and that’s an advantage to our clients, without a doubt. Cutting through the bureaucratic pitfalls is one way to put what we do best,” he added.

D&J Associates works with a number of clients in the financial services and healthcare sector, as well.

“We have clients that run the gamut from smaller businesses to major conglomerates,” noted Danny, “and can serve both equally well. Many firms such as our will either work with one type or the other. Our doors are open for all who needs our services and that we think we can assist.”

Is it difficult to work together in a business as siblings or an advantage?

“Sometimes it’s both,” laughed Bob. “But, seriously, we approach issues objectively and bring our own perspectives to any given issue and it’s worked out well. Maybe I’m a little more of a private sector, capitalist-type of thinker and Danny is more political, but that balances out and, actually, probably makes us a better team and business.”

The bottom line? “We have fun helping our clients and it’s great to be able to work with my brother,” said Danny. **MBJ**