

FOR IMMEDIATE RELEASE

Highly Acclaimed and Second Largest African American Owned CPA Firm in the US Partners with an Award Winning Diversity, Equality and Inclusion Solutions Firm to Harness the Power of an Engaged, Diverse Workforce in Today's Hyper-Competitive Global Marketplace.

HOUSTON, Dec. 1, 2020 – McConnell & Jones, the second largest African American owned CPA firm in the US, and Reed Development Group, a nationally recognized resource and thought leader in advancing diversity, equality and inclusion has formed a strategic alliance, Kaleidoscope to innovatively approach organizational diversity performance metrics.

As part of their collaboration, the new entity Kaleidoscope, Houston-based firm allows companies to tap deeper into the hearts and minds of their employees, recruit the best of the best, and retain employees through its ability to better align corporate goals with individual's actions.

Working in concert with senior management, human resources groups, procurement & supply chain management, along with internal communications resources, we develop a bespoke approach to addressing internal and external issues and encumbrances that can hinder an organization's full potential.

"The bottom line is 'adversity fuels solidarity', and we are fully aware of the historical and existing challenges in corporate America for People of Color – specifically for African Americans, the proof is in the data. For global organizations to win this race, this time and sustainably, success is not going to be about competition, it's about contribution," said Kimberly S. Reed, Chief Transformational Officer, Reed Development Group. "That's why I'm excited to partner with McConnell & Jones because of their immense success, company history, exceptional knowledge and esteemed client list, and to offer these salient and unique offerings to demonstrate to investors, stakeholders and customers that a company is progressive and has the pulse on the current social environment."

"Kaleidoscope's ability to provide a one-stop, innovative solution for Diversity, Equity & Inclusion and Supply Chain Diversity programs aligns with the trend in corporate America to reduce vendors, but also provide intrinsic value through strategic diversity initiatives at all levels and functions within an organization to sustain growth and profitability over the long term," said Odysseus Lanier, CPA, Partner, McConnell & Jones. "We partnered with Reed Development to form this strategic alliance to leverage our collective strengths in the Diversity,

Equality and Inclusion, and Supply Chain. Additionally, Reed Development Group has a depth of experience with global Fortune 500 companies.”

Collectively, both firms have worked with the most influential companies and iconic brands in the world and have received numerous awards for their pioneering work in diversity, equality and inclusion, audit and assurance, risk advisory, tax and accounting, and business consulting services.

Founded in 1987 with an emphasis on providing assurance and tax services to the public and private sector, McConnell & Jones has since grown to encompass all aspects of business management, risk advisory, and process improvement.

McConnell & Jones places emphasis on providing high-level services with technology-driven, secure solutions. A certified Veteran Owned Small Business by the U.S. Department of Veterans Affairs, the firm is ranked among the top 1 percent of accounting firms in the country that audit employee benefit plans and is consistently listed as a top 20 accounting firm by the Houston Business Journal.

Reed Development Group (RDG), based in Cherry Hill, New Jersey, a cutting-edge multi-disciplined Diversity, Equality and Inclusion solutions firm accelerating the future of organizational multicultural evolution and growth through innovation, development and advocacy has successfully turned around troubled diversity practices by designing, building, leading and shaping high-performing cultures at global organizations with robust strategies, employee development programs and enterprise-wide initiatives that have increased revenue growth and organizational brand eminence. RDG has earned numerous awards, periodical cover features and has been recognized repeatedly by such organizations as the National Urban League, National publications, the City of Philadelphia and was named one of the Minority Business Leader’s Award honorees, Philadelphia Business Journal for her work.

With the recent launch of Kaleidoscope, companies can become a *Kaleidoscope Certified Organization* – Companies who conduct both phases of the program receive designation as a *Kaleidoscope Certified Organization (KCS)* for the first year. Subsequent year designations are determined by the successful achievement of the company’s unique performance metrics.

To learn more about Kaleidoscope, please visit <https://www.kaleidoscope-diversity.com/>