

# Student Recruiting Book

ACCOUNTING ASSOCIATION  
CSUN FALL 2021



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# Presidency Welcome Letter



## President

### GOHAR HAYRAPETYAN

Welcome to Fall 2021 semester! I am Gohar Hayrapetyan, and it is my honor to serve as the Accounting Association's President for this semester. I have been part of this organization for over 2 years, and I feel as though I am ready to give back to all the individuals that have helped me get to this point, which is why I am ready to take on that same role. Throughout the years I have come to learn the true value of mentorship and I want to be seen as someone that is ready to guide you through whatever is needed, whether it be an accomplishment, a downfall or something we both need to work on together. I am more than excited to share all of our plans for the semester, but I know that this a great deal of information at once and it can feel overwhelming to some. So, I want you to take a deep breath and know that we are always here to answer your questions so there is no need to memorize all of the information you will learn throughout the next few pages. I want you all to know that the Accounting Association will continue being your helping hand in recruiting by hosting professional events, weekly meetings, and social events to meet peers, directors, and executives.

This semester, we have planned a lot of events to network and get to know the fAAm more! We are currently living in a big unknown world and it can be tough to know what is being offered and what your resources are, so here are some of the items we offer! Members will receive membership apparel, be included in our weekly emails, be invited to our GroupMe group chat, and SO MUCH more!

If you cannot make it to the technical meetings and want to learn about the topic presented, visit our YouTube page where we post our recorded meetings. Our media team also works hard on podcast topics that may benefit you! Give one a listen @AACSUN on Spotify! Follow us on our Instagram, Facebook, LinkedIn, and Twitter page all @AACSUN to get updates on all of our events!

I am sure that the Accounting Association can provide you with all the resources that you need, whether your goal is to land an offer, network, or make new friends. Together let's make this a semester of memories, accomplishments, and new opportunities, and always remember opportunities don't happen, you create them!

- Gohar Hayrapetyan, your CSUN AA President

**We have our exclusive events for our members to prep you for MTF:**

**Mentorship Mixer: 9/10**

**Networking Workshop: 9/18**

**Mock Interviews: 10/2**

**We have professional networking opportunities:**

**Every Monday Technical Meeting**

**Every other Wednesday Technical Meeting**

**Big 4 Panel: Tuesday, September 14th**

**Midtier Panel: Monday, September 20th**

**Alumni Panel: Monday, November 8th**

**We have our social events throughout the semester to meet us and get to know the fAAm more with our first being MEET AA on 9/13!**



# Why Start Recruiting NOW?

## What is recruiting, and why is it so important?

Recruiting is the process of actively seeking out, finding, and applying for an internship or specific position at a firm. It is a simple yet complex process that involves researching, networking, writing, and interview preparation. Recruiting is the key to success! Through the recruiting process, you will find the perfect firm for you and your dream job, which will help you achieve your ideal lifestyle.

## Why should you start recruiting now?

As stated previously, although recruiting sounds simple, it can get complicated, especially as a student, as it adds so much more to your schedule. It is important to start recruiting early on to start building your personal brand, growing your network, and becoming a well-rounded professional.

**Research:** Research involves getting familiar with the company's website, looking at their handshake profile for available positions, and asking the firm's ambassadors and recruiters about available opportunities. Not only about internship opportunities but also asking about Summer Leadership Positions (SLP's) or Case studies open to students.

**Writing:** While researching, you also want to focus on your resume, cover letter, and elevator pitch. The EY center is an excellent resource for getting your cover letter and resume reviewed. Tips for improving your resume or cover letter are to customize them for the firm you are applying to; although it takes more time, it will help you stand out more. You can include information such as the company's values and how they resonate with your own or how your work experience can apply to a specific position within the firm.

For all the above reasons, it is essential to start recruiting NOW! The earlier you start, the more opportunities you will find, the more your network will grow, the better your resume and cover letters will be, and the more prepared you will be for your first interview. Starting now will provide you with the exposure and experience necessary to succeed in future recruiting seasons.

## The benefits of recruiting virtually and the role of AA in your recruiting process.

Another reason why you should recruit this semester is because this may be the last semester, we get to finish a class and then, 5 minutes later, have a coffee chat with a professional located in DTLA or anywhere in the U.S. In addition to that, we have a virtual Meet the Firms; you get to have one on ones with a lot more professionals than you would have if we were in an in-person recruiting season. The Accounting Association's goal is to help students recruit by providing networking and development opportunities and resources to prepare for Meet the Firms and interviews. As a member, you will have access to the Networking Workshop, Mock Interviews, and Mentorship Program, which are all designed to help you succeed during your recruiting season. We are here to help you, but ultimately it will be up to you to take advantage and make the most of all of AA's resources and events.



## Vice President

## HENRY PALACIOS

**Networking:** You never truly stop networking; it is something you do even when you start full-time at a firm. Always try to build relationships and make connections with new people, as these are more likely than not to be your future coworkers, managers, and partners. Through networking, you will find mentors and peers who will drastically impact your career and help you succeed.

**Interview Preparation:** After you have landed your first interview, it is time to prepare and learn how to answer common behavioral and opinion-based questions. As well as learn how to keep a conversation going in a professional manner.

# Why you should join AA?



## Executive Operations

**PAULINA  
AGHAKHANI**

At the start of every semester, clubs gather up in booths (or in this case on zoom) and open their arms to all students. All that is left in the minds of the students is the question of which club to join. So, why should you join the Accounting Association? From the first Accounting class we are taught the importance of networking within your major and career. Members of the Accounting Association have exclusive access to many events and workshops that will increase their opportunities to network. My personal favorite perk is being a part of the mentorship program. Each mentee is paired with a mentor and has an opportunity to gain knowledge by asking questions and getting assistance to progress in the accounting industry. I was very thankful for my mentor because he was available day and night to help me any way possible. After receiving such a great experience as a mentee, I vowed to become a mentor to help students that were once in my position as well. Whether you decide to be a mentor or mentee, both are a great learning experience to gain knowledge in the Accounting world inside and outside of CSUN.

Many students like myself tend to be nervous attending events for the first time, which is why we offer several workshops such as; Networking Workshop, Mock Interviews, etc., that will prepare you for the best experience during events like Meet the Firms and many more. The Networking Workshop gives you an opportunity to have one on one chats with professionals from Accounting firms to become more comfortable and ease the nerves of speaking to professionals. The Mock Interview gives you an opportunity to gain practice for interviews that will occur during and after Meet the Firms that make recruiting a less stressful process. Getting involved on campus is very important because that will not only grow your network but also make your journey at CSUN more beneficial by having the most eventful experience possible.



Whether it is the Accounting Association or groups that focus on your major specifically, getting involved within the campus is truly beneficial as a student. I spent my first year being secluded from all activities and clubs on campus and just focused on my classes. I always saw students in groups studying and sharing laughs and wondered why I never experienced that. Once I joined the Accounting Association I began to not only make long lasting friends but also increase my GPA by creating study groups. Most of your peers in the club will either be in your class or have already taken the class, so you will have tutors and study partners right at your fingertips as a member. Since all members are in the same major, members understand each other more during midterms, finals, tax season during recruiting, and overall as accounting students. Besides the educational aspect, Accounting Association also hosts several activities like game night, movie night, paint night and several more thrilling activities which almost guarantees the opportunity of making long lasting friends and memories with students that are in your major. I highly recommend joining the Accounting Association to receive the most eventful experience as an Accounting student at CSUN.



# Personal Branding

When it comes to recruiting, the general goal is to leave a good impression and to make yourself stand out above other candidates. However, making yourself stand out is not very easy. Recruiters have attended many recruiting events over their careers and have spoken with thousands of students who are looking to begin their careers. Everyone uses the same recruiting clichés, and if you use them too, chances are they will not remember you by the end of the event. So if recruiters have heard every pitch before, how can you make yourself stand out? Well the answer is branding yourself. In recruiting, branding yourself is essentially focusing on something about yourself that you want to define you, and using the conversations you have with recruiters and professionals to emphasize that aspect of yourself, highlighting your strengths.

## What if I don't know what defines me?

For some people, figuring out what defines them may be obvious, but for others it takes a little digging, and that's okay. Most people have many small things that define them rather than one large definer, but if you can focus on one thing that you can really "sell", that will make it much easier to brand yourself. If you are having trouble thinking of something that defines you, here are a few areas that you might be able to find something in:

- Your background, culture, family, etc.
- Skills
- Achievements
- Personality traits

The key is to find something that differentiates you from other candidates. It's also important to decide on something that is real. Recruiters can usually tell if you are being genuine or just making stuff up. You don't want to be talking about your "great communication skills" and proceed to stumble your way through the entire conversation, thus proving you were lying about the skill.

## The value of having a "Why"

Your "why" is the reason why you do what you do. Your career and your journey towards a career can be incredibly difficult, and the end goal sometimes seems so far out of reach. Having a "why" is important because it serves as intrinsic motivation. It gives you a reason to keep pushing through the obstacles when you really just want to quit.



## Controller

### JOEL RAMIREZ

#### Why is personal branding so important?

When you are able to emphasize something about yourself, your background, your motivation, etc. that gives recruiters something positive to remember about you. You are able to go a little deeper than just asking them simple questions. If you succeed, the recruiter might see your job name on a job application and think "Oh! This is the person who had this really cool story about.." or "was really good at...". If they recognize you and have something to associate you with, your odds of landing an interview and getting the position will increase drastically. Branding yourself will also help you during interviews and other areas of career development.



# Networking

### Networking

Networking is very important, no matter if you are a student or a professional. Networking plays a huge role in how successful you may become. In general, networking will help you develop and improve your skill set and stay on top of the latest trends within your industry and job market. It will also help you advance your career and provide job opportunities. Utilizing platforms like LinkedIn, Handshake and Meetup will help build connections and maintain a well-rounded network.

### Platforms

Popular networking platforms that recruiters and employees use to distinguish candidates are LinkedIn, Handshake, and Meetup. Of course, there are many other platforms you can use but these are the most popular. Benefits of having a LinkedIn, Handshake and Meetup account.

**Executive of  
Alumni Relations**  
**ARACELI  
HERNANDEZ**

#### LinkedIn

- Build a professional profile
- Connect with other professionals
- Join groups of like-minded people
- Indicate career interest
- Direct communication
- Latest company news
- Jobs



#### Handshake

- General contact information and status
- Attach Resume, Cover letter, and University transcripts
- List academic interests
- Join groups
- Direct communication with recruiter
- Jobs



#### Meetup

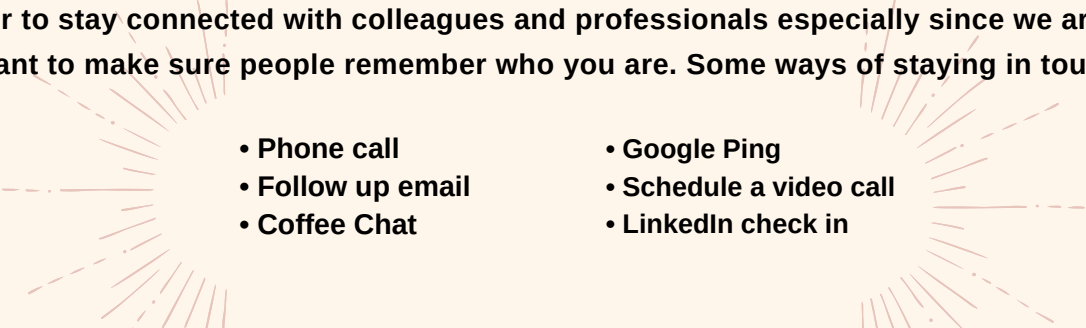
- Build a profile
- Connect with others with similar interests
- Join social and sport clubs
- Build a bigger network

### Finding the right people to reach out to

Networking and finding the right people to reach out to go hand in hand. Sometimes finding the right person can be challenging but it really depends on your situation. Something to keep in mind is always do a little bit of research before reaching out to a lot of people. Let's say you are new to an organization, and you want to know when the application deadline is. You've connected with a lot of associates at a firm, but they aren't sure when the deadline is because the date changes every year. In this case, your best option is to ask a campus recruiter because he or she will know the exact date. You'll also find that in doing your research, your approach may shift a little since you gained knowledge on the topic.

### Staying in touch

Remember to stay connected with colleagues and professionals especially since we are in a virtual setting. You want to make sure people remember who you are. Some ways of staying in touch are:



- Phone call
- Follow up email
- Coffee Chat
- Google Ping
- Schedule a video call
- LinkedIn check in



# Getting the Most Out of MTF

## What is Meet the Firms (MTF)?

As a business major, Meet the Firm is one of the most important events that students should be attending. It is time for each student to polish their resume, pitch your elevator speech, connect with professionals and find the firm that is best fits their interests. All the firms will be available to connect with you, just a click away. It is your time to ask questions about the real world of accounting and connect with firms that you have been researching.

## Step 1: Research

Before you make an appointment with any professionals, research the firms that are attending. Find out what they are known for, what they pride in, and what they are looking for. The event only lasts for few hours, so it is best to prioritize firms to make the most out of not only yours but also the professional's time. It is noticeable if you are generally interested in the firm or just filling in the time.

## Step 2: Scheduling

After prioritizing the firms that you are interested in, start reserving the timeslots for the professionals in the firms. For the top three firms that you are interested in, I recommend reserving at least two different professionals to understand better about the firm and leave an impression. Even if your interest is tax, don't limit yourself by not talking to audit staff and vice versa. Your interest might change after talking to professionals within different career paths so be open minded. Most importantly, schedule accordingly. If you are going to be overwhelmed by talking to professionals back-to-back, leave yourself some break between each professional so that you can drink some water and breathe. However, do try to make the most out of this event as it only happens once a semester.

## Step 3: Questions

After choosing the timeslots for professionals, look them up on LinkedIn. Learn about their career path and write any questions that you have. It is important to have few questions that are specifically for each the professional to show that you have done your research and are genuinely interested in the professionals and the firm. It makes you stand out from rest of the students who ask basic textbook questions. Make sure to ask the professionals for their emails during the meeting as you want to connect with them. Making connections with the professionals is the most important step so practice your introduction, elevator pitch, and overall having a positive and professional attitude when meeting with each of the firms. Don't forget to write down whatever you talked about with each professional to mention it when later writing a thank you email.



## Executive Coordinator KUM MI (JAEMMA) KIM

## Step 4: Follow up

The last step would be to write a thank you email to all the professionals that you have met with. Make the email impactful by stating what you talked about with the professional and any additional questions that you might have that you didn't have enough time to ask. Be short and firm and make sure to send the email within 48 hours after the Meet the Firm event. Finally, connect with the professionals through LinkedIn. Whether or not you will be recruiting, it is important to attend Meet the Firm. Since it is virtual, it is no cost to you to meet with all the different firms. It guides you in knowing what firms you are interested in along with choosing between audit or tax or something else completely. Engage with the professionals and show your enthusiasm along with your interest. Take full advantage of Meet the Firm by doing your research and impress all the firms so that they will remember you when you are recruiting with them.

# Interviews



## Treasurer **ALEK EKMECCIYAN**

### What To Do Before, During, and After Interviews

Before an interview, it is natural to feel stressed out or overwhelmed. Many students experience these types of emotions when they begin their interview process. By now, most students have been introduced to or have heard about the “recruiting season.” Recruiting is the process of searching for potential internships and employment opportunities, and taking the steps that are necessary to secure the positions that are being offered. First off, recruiting season involves a lot of commitment as well as time management. It is important to make sure that if you are recruiting, you have time to set aside, outside of your classes and other responsibilities you may have. Second, it will be beneficial to stay involved in virtual events that AA offers such as Mock Interviews, Networking Workshop, Meet the Firms and various other networking events. Lastly, it is ideal to come up with questions to ask the students, faculty members, or professionals. Showing interest and being involved will allow you to be more comfortable during the recruiting process.

#### Before

- Prepare your resume and have it reviewed by the EY Career Center at CSUN (Resume template found on EY Career Center website)
- Start doing some research on firms you are interested in, what products/services they offer, clients they serve, their culture, their website, etc.
- Attend the workshops and events that AA offers, and make sure to have your cameras ON! This will make you stand out and allow the professionals to remember your face for future interviews/events
- Reach out to other students or alumni who have experience with the employer and ask them what they know, and what you can do to learn more about the employer
- Prepare at least 7-10 questions that you would like to ask the interviewer
- Practice in front of a mirror common questions that you may expect (can be found on EY Career Center Website) ex: 1. Tell me about yourself. 2. Why are you interested in our firm/company? 3. What are your strengths and weaknesses? etc.

#### During

- Dress business professional unless stated otherwise and use a quiet room with good lighting
- Remain calm, smile, and avoid sounding like a robot
- If you forget your train of thought, it's OK! Take a second, breathe, then give it a second attempt
- Try to make the interview interactive similar to a 2-way discussion
- Keep in mind that your goal is to market yourself to the interviewer
- Be sure to ask for their contact information at the end of the interview to keep in touch

#### After

- Send a thank you letter to the interviewer (after 24-48 hours) and include a message that references a part of the interview to remind them who you are
- Assess your interview performance and write down notes on what you think you could work on for future interviews
- Connect with the professionals on networking sites such as LinkedIn



# Handling Rejection

Let us be honest, rejection at first glance feels hurtful. As the normal human beings that we are, it is ok to feel a stir of emotions when it is fresh. Rejection usually comes tied with plans and expectations that because of that “no or not at this time” we are no longer able to fulfill. When you find yourself in the midst of rejection, keep this in mind:

Rejection is not always a bad thing- You can choose to curl up and let a sense of failure overtake you or you can take it as a learning opportunity. Take a pause then analyze the situation and understand why it happened, but do not overthink it.

Focus on what you bring to the table- Figure out why you were not accepted, work on the skills you lack and better hone the skills you already have. Take a workshop, practice with a friend, and you can even ask for feedback. This is the time to seek out different opportunities.

Remember, most of the rejections we face are not personal - Occasionally, and this may be hard to admit at first, but there may have been more qualified applicants than you at the moment. Do not take this the wrong way, this does NOT mean you will not ever be qualified, it may just mean that you need to practice a little more. I know I have found myself in this situation quite a few times.

Most importantly, get back to it- Because most rejection will not leave you doomed. Once you have honed those skills try again and do not give up.

Like the wise Kobe Bryant once said-

**"You have to keep moving, you have to keep going. Put one foot in front of the other, smile and just keep rolling." Kobe Bryant, 2008: "Have a good time. Life is too short to get bogged down and be discouraged.**



**Executive  
Administrator**

**NICOLE  
FREGOZO**



# FALL '21 DIRECTORS



**Kevin Nievas**



**Ani Azarapetian**

## **Mentorship Directors**

**Mentorship Directors connect members with professionals and student mentors and host the Mentorship Mixers.**

## **Public Relations Directors**

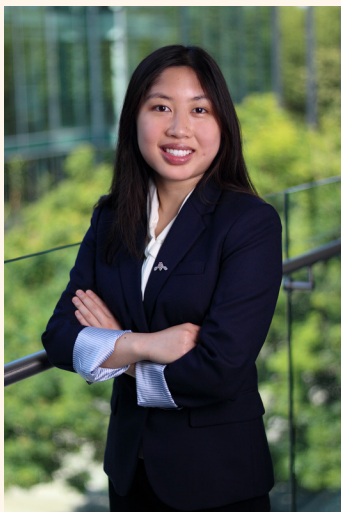
**Public Relations Directors are in charge of weekly emails, the website and the Student Recruiting Book (SRB).**



**Joseph Ibarra**



**Jean Tusubira**



**Linh Mai**

## **Membership Director**

**Membership Directors are in charge of organizing the Membership Drive, helping members join the AA family.**



# FALL '21 DIRECTORS

Omar Puga



## Student Activities Directors

Student Activities Directors host and plan events for members to socialize, relax and make sure everyone is having fun!



Katerina Martirosyan

Anjanette Tadianan



Marianna Hossain



Isaac De La Luz Campech



Edgar Abraamyan

## Student Development Directors

Student Development Directors are responsible for contacting firms, catering and other logistics related to the Networking Workshop and Mock Interviews.

# FALL '21 DIRECTORS

## Monday Meetings Directors



**Ninelia Baghoomian**

Our Monday technical meetings are held every week throughout the semester. The Directors are responsible for managing all meeting logistics, and for marketing the meetings.



**Duc Tuan Anh Nguyen**

## Wednesday Meetings Directors



**Dickson Chan**

Our Wednesday technical meetings are held every other week throughout the semester. The Directors are responsible marketing the meetings and managing all meeting logistics.



**Ruben De La Cruz**

## Evening Meetings Directors



**Leander Benedicto**

The Directors for Evening Events are responsible for managing all meeting logistics, and for marketing the meetings. Evening events directors also moderate our evening panels.



**Lan Anh Nguyen**



# FALL '21 DIRECTORS



**Shalome Chae**



**Emin Bagdasaryan**

## Media Directors

The Media Directors are responsible for updating AA's YouTube, Soundcloud, Spotify and IGTV accounts with all of our latest podcasts, highlights, meetings and tutorials.

## Marketing Directors

The Marketing Directors are responsible for updating AA's LinkedIn, Facebook, Instagram and Twitter accounts with our all of our upcoming virtual meetings, professional events, and social events.



**Julian De La Torre** **Abigail Arevalo**

## AA Advisor



**Manuela Dantas**

I am the new Faculty Advisor for the Accounting Association. My role as the faculty advisor is to advise the organization in any situations that may arise and sign off on financial documents for the club on budgets and expenditure requests. In other words, I will be in the background to give any kind of assistance requested while the AA team runs the show.

I am an assistant professor of accounting, teaching the Intro to Financial Accounting (ACCT 220) and Intro to Managerial Accounting (ACCT 230) courses at the David Nazarian College of Business and Economics.

I completed my Ph.D. in Management with a concentration in Accounting from Cornell University in 2019. My primary research interests focus on topics of Corporate Social Responsibility and Socially Responsible Investment. Prior to my graduate studies, I worked as a financial analyst at an investment bank back in Brazil, where I was born and raised. I enjoy spending time running, cycling, and drinking wine.

# EY Center for Careers in Accounting and Information Systems

The EY Center for Careers in Accounting and Information Systems, also known as simply The EY Center, has remained a helpful resource in guiding students' success in their career aspirations. The Director of the EY Center, Stuart Fried, has over 30 years of experience in the career and job search field and has dedicated his time here at CSUN to support undergraduate (Bachelors program) and graduate students (Masters program) and alumni. He acts as a liaison between those pursuing careers in Accounting and Information Systems and numerous firms that range from the Big 4, Mid-tier, Local, Private, and Government sector.

The EY Center offers a multitude of resources such as:

- Resume Reviews and Preparation Workshops
- Cover Letter Reviews and Workshops
- LinkedIn Profile and Networking Workshops
- Coffee Chats/Networking Workshops
- Get Ready for Recruiting Workshops
- Interview Preparation Workshops
- A Recruiting Boot Camp every semester
- Firm Office Hours with prominent firms

Note: Before attending Meet the Firms, be sure to visit the EY Center. The helpful staff and Director also aim to help students get their resumes and cover letters approved on Handshake, an online job site used by many employers recruiting students for Student Leadership Programs (SLPs), Internships, and Full-time offers.

Check out the EYCC website (<http://csun.edu/acctis/ey-center>) for numerous guides and resources (including Resume & Cover Letter templates), online workshops and recruiting programs, Meet the Firms career fairs, key dates, links, etc.

Director: Stuart Fried  
Student Assistants:

- Gohar Hayrapetyan
- Athena Giannella-Nicolaidis

Location: Bookstein Hall - BB 2224

Office: (818) 677-2979

[stuart.fried@csun.edu](mailto:stuart.fried@csun.edu)



## Important Dates

- Fall Semester begins: Monday, August 30
- Firm Office Hours begin: Tuesday, September 7
- Meet the Firms - Big 4 & Mid-Tier: Tuesday, September 21 (registration opens in Handshake end of Aug)
- Meet the Firms - Regional & Local: Wednesday, September 29 (registration opens in Handshake end of Aug)
- Meet the Firms - Private Industry & Government: Thursday, October 7 (registration opens in Handshake end of Aug)



2224



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ACCOUNTING &  
INFORMATION SYSTEMS



# Recruiting Timeline



## Attend Firms' Office Hours

A great way to get to know the firms and ask questions. Take the opportunity to introduce yourself.

1

## Resume, Cover Letter, Handshake & LinkedIn Accounts

Attend workshops and visit EY Center to make sure that you have an upstanding written compilation of your education, work experience, credentials, and accomplishments.

2

## Attend Workshops

Accounting Association, EY Center and other business clubs host workshops on how to navigate recruiting.

AA Networking Workshop | September 18

Mock Interviews | October 2

3

4

## Attend Meet the Firms

Big 4 & Mid-Tier | September 21

Regional & Local Firms | September 29

Corporate & Government | October 7

## Apply on Handshake

Follow all instructions and make sure to apply on both Handshake and company's website before the deadline.

5

## Interview & Offer

Check your email and Handshake for updates from the firms.

Good Luck!

6

# Recruiting Checklist

## NETWORKING

- Become an AA Member
- Create a LinkedIn & Handshake Account
- Join AA's Mentorship Program
- Attend Networking Workshop
- Follow up with the professionals
- Schedule coffee chats

## RECRUITING

- Keep up with Emails from Stuart Fried
- Attend AA Weekly Meetings with the firms
- Go to firm Office Hours
- Get your resume approved by the EY center

## MEET THE FIRMS

- Utilize AA and the EY center to identify your career goals
- Research the Firms
- Create a list of questions that you have for the professionals
- Create a list of application deadlines
- "Suit Up" (Dress to Impress)
- Attend Meet the Firms
- Apply to firms on Handshake

## INTERVIEWS

- Attend Mock Interviews
- Learn the virtual environment etiquette
- Have a PDF version of your resume ready
- Keep Up with emails from the firms
- Check your Handshake Account daily





# Coffee Chat: Mental Health

Mental Health is not a topic that is often discussed when talking about professionalism. It is important to note that behind the business casual, or the work polo, we take on many identities that are just as important to us as our career aspirations. Students are masters at multi-tasking so many aspects of their lives, but at what cost? Outside of academics, students may be struggling with depression, suicidal thoughts, pressure within the home, financial matters, taking on too much at once, just to name a few. Unfortunately, they are often not vocal about these issues and are taking on all this with little to support.

We should not compromise our mental health for the sake of our goals and career aspirations. These things should align with our personal values. A common topic when students are going through the recruiting process or navigating the professional realm is work-life balance. What does this mean? What does it look like? I don't think there is any one definition of what work-life balance is, it differs from person to person. A professional can explain to you what they consider to be work-life balance but that may not align with the person that you are. It is up to you to take the time to evaluate what your values are, what you are willing to give up, and what things are just not worth it and align them with your goals.

There are many resources available to students to help them succeed during their time here at CSUN, they just need to know where to look. One of most important resources that many can attest to is to surround yourself with people that act as support systems. These support systems can range from friends, classmates, family, teachers, to mentors, it can even be among your colleagues. It is important to know that whatever you are struggling with, you're not alone, you don't have to be.

We need to always remember to support one another. Be compassionate to your neighbor because you don't know what kind of challenges they may be facing. Of course, some challenges are also welcomed. It is so important to also recognize your wins. We are hustlers, dedicated in our goals. We are persevering to create a better life. May it be for ourselves, for our loved ones, or merely for the fulfilment of accomplishing goals and reaching heights never previously imagined.

You are capable of achieving whatever goals and expectations you set for yourself. You just have to want it enough to act on it.

Lastly, two other important resources I want to highlight and encourage you to take advantage of are Mentorship Programs and our campus' vital resource, University Counseling Services, also known as UCS. There are many programs on campus that offer mentorship in some capacity, may it be academically, professionally, or socially. It helps to learn from people who have gone through your same academic process, are in positions you envision yourself to be, or have perhaps faced the same life transitions you have. Additionally, University Counseling Services Offers students short term therapy sessions with a wide range of licensed professionals. Students, when they feel comfortable, are then transitioned to more permanent counseling services at a reduced cost.



# Calendar

## SEPTEMBER 2021

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	 <b>LABOR DAY</b> NO CLASS	7	8	9	 <b>MENTORSHIP MIXER</b> 3-5PM	11
12	 <b>MEET</b> 	<b>BIG 4</b> <b>PANEL</b>	15	16	17	 <b>NETWORKING WORKSHOP</b>
19	<b>20 CBIZ</b> <b>12-1PM</b> <hr/> <b>MID-TIER</b> <b>PANEL</b>	 <b>MEET THE FIRMS   BIG 4 &amp; MID-TIER</b>	22	23	24	25
26	<b>27 ARMANINO</b> <b>12-1PM</b>	28	 <b>GHJ</b> <b>12-1PM</b> <hr/> <b>MEET THE FIRMS   REGIONAL &amp; LOCAL</b>	30		

# ACCOUNTING ASSOCIATION



CSUN FALL 2021

# The **Firm**

Founded in **1950**

Consistently  
ranked  
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firms in the  
country

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Top 100 Firms,  
*Accounting  
Today*

**NO. 36** Top 100 Firms,  
*Inside Public  
Accounting*



*Austin, Conroe, Dallas, Fort Worth, Houston, Los Angeles, Midland,  
New York City, Oklahoma City, San Antonio, San Diego, Woodland Hills*

**750+**  
employees **and**  
**growing**

## Internship Program

Weaver delivers a hands-on learning experience through our internship program. In a collaborative environment, our interns gain practical knowledge and experience. During the year, we have internships in the following areas:

- ▶ Audit
- ▶ Tax
- ▶ Risk Advisory
- ▶ IT Advisory
- ▶ Transaction Advisory
- ▶ Energy Compliance
- ▶ And more!

Weaver services clients of all sizes, both privately-held and publicly-traded, in a variety of industries. We aim to expose our interns to as many different clients and industries as possible during the internship period.

## Weaver Culture

Weaver has a people-focused culture that recognizes our employees have lives outside the office, and both the firm and your selected department offer the flexibility you need to succeed at work while enjoying your personal life too.

- ▶ Inclusion Programming
- ▶ Community Involvement
- ▶ Weaver Rewards
- ▶ Smart-Dress Code
- ▶ Fun Committees
- ▶ Culture Initiatives



**contact us!**

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**[weaver.com](http://weaver.com)**



# About Baker Tilly

Baker Tilly US, LLP may be one of the oldest and largest certified public accounting and consulting firms in the U.S., yet it is our entrepreneurial spirit and commitment to progress that has helped to make us the advisory CPA firm of the future, today. As Value Architects™, we draw upon our natural sense of curiosity to uncover new opportunities with our clients that enhances and protects their value.

For us, “now, for tomorrow” is more than a tagline. It is our promise to guide our clients through the ever-changing business world, blending free-flowing knowledge with the power of personal relationships to help our clients win now and anticipate tomorrow.



## We promise to:

- Never stop getting to know our clients
- Take the time to move beyond the whats, to understand the whys
- To seek out today’s opportunities to drive tomorrow’s change

## Our services

### Consulting

As an advisory CPA firm, our consulting services combine deep functional, industry and technical experience, delivered within a flexible engagement model to assist in solving your toughest enterprise challenges. We work with you to tailor our methodologies and develop real solutions to further your success.

### Tax

In addition to traditional tax planning and compliance, we offer a wide range of highly specialized services, including international tax, state and local tax, tax advocacy and controversy services, research and development credits and cost segregation.

### Audit and assurance

Our specialized accounting and auditing teams comprise highly collaborative professionals with industry and service expertise to best meet each client’s unique situation. Working with tax-informed auditors and hands-on partners, your organization will receive valuable insight and quick resolution to any technical issues that may arise.

## Our people

At Baker Tilly, we celebrate and value the identities, perspectives and contributions of everyone. Cultivating a diverse environment involves embracing our differences and similarities and learning from each other. We are consistently acknowledged by our employees as a great place to work, regionally and nationally.

Inclusiveness and belonging empower us to achieve better business results. These elements create an environment where all team members are valued, where we can bring our authentic selves to work each day, and where our contributions reflect our individual best.

## International reach

In addition to our in-house international specialists, we leverage the collective knowledge and experience of our worldwide network of independent accounting and business advisory firms.

## Baker Tilly US

Revenue  
**\$1 billion**

Professionals  
**4,600**

Partners  
**450**

## About Baker Tilly International

Baker Tilly US is a member of Baker Tilly International, a global network of high-quality independent accounting and business services firms. Baker Tilly International has the scale to meet our clients' changing needs, but the agility to help them stay one step ahead.

### How we work together

All firms in the network adhere to the same high standards and share skills, resources and expertise to create best practices and improve our client focus. Network members collaborate seamlessly to serve our clients across the globe.

As the network's largest North American affiliate, Baker Tilly US is extremely effective in mobilizing global service teams to meet the complex needs of our clients. We take responsibility for the execution and timely delivery of overseas services and ensure we exceed our clients' expectations. Clients will never have to coordinate international service delivery on their own. We achieve great success with this service model by choosing one person to act as our clients' point-of-contact for coordination of our worldwide service delivery.

### Now, for tomorrow

When you choose to work with Baker Tilly, you choose a firm that believes in the power of great relationships, great conversations and great futures. We know you by name and value our relationship. We are not afraid to have tomorrow's conversations, today. And we embrace the opportunities that tomorrow presents.

*Baker Tilly International has the scale to meet our clients' changing needs, but the agility to help them stay one step ahead.*

### Connect with us:

 @BakerTillyUS

 Baker Tilly US

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## Baker Tilly International

Combined firm income  
**\$4 billion**

World rank by fee size  
**10th**

Global personnel  
**36,000**

Territories  
**148**

Member firms  
**123**

Offices  
**740**





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### YOU MATTER

Taking care of people is our top priority.

- Overtime Pay
- Casual Dress
- CPA Pass Bonus
- MBT Tuition Reimbursement
- Mentorship Program
- Professional Development Courses
- Wellness Activities
- Paid Parking

### JOIN OUR TEAM

We're hiring!

#### 2022 Open Positions

- Audit Staff (Summer/Winter)
- Tax Staff (Summer/Winter)
- Audit Intern (Summer/Winter)
- Tax Intern (Summer/Winter)

Apply Today at  
[jobs.lever.co/HCVT](https://jobs.lever.co/HCVT)





Our purpose is clear, to be the **most innovative** and **entrepreneurial** firm that makes a **positive impact** on the lives of *our clients, our communities and our people.*

## Who are We?

Consistently ranked among the **Top 25 Accounting and Consulting Firms** in the nation, Armanino delivers a depth of knowledge, a range of services, and a consistent and responsive team. We support global operations with sophisticated financial capabilities and solutions no matter the location or industry.



Explore even more about our offerings and firm culture at [www.armaninollp.com](http://www.armaninollp.com)

## Where are We?

As one of *Inside Public Accounting's* "Fastest Growing Firms" we're quickly establishing a coast-to-coast presence.

Armanino has offices located in:  
**Austin (TX), Bellevue (WA), Boise (ID), Chicago (IL), Dallas (TX), Denver (CO), El Segundo (CA), Irvine (CA), Los Angeles (CA), Naperville (IL), New York City (NY), Overland Park (KS), San Francisco (CA), San Jose (CA), San Ramon (CA), St. Louis (MO), Woodland Hills (CA)** - with remote employees across the country!



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(3x industry avg)

## Key Service Areas

- Advisory
- Audit
- Business Management
- Consulting
- Risk Assurance
- Strategy & Transformation
- Tax

## Opportunities for You

- [2022 Winter Internships](#)
- [2022 Summer Internships](#)
- [2022 Associate Positions](#)

Click one of the above to apply!



## Connect with Us!





# MENTOR. LEARN. ACHIEVE.

## WHAT TO EXPECT WHEN YOU'RE AN INTERN

At our industry leading firm, interns can expect to be set up for success. We work hard and play hard, as such, we promote a casual work environment that is fun and provides opportunities to build relationships with your colleagues. Come join our firm to experience the following programs and learn more about our company and industry.

### MENTOR

Our mentoring program is designed to pair you with an experienced staff member, who will coach and guide you in taking the next steps in your career.

### LEARN

Our Orientation & Assimilation Program helps to establish a strong foundation in which to develop your career. Our goal is to put you on a path from entry level to management.

### ACHIEVE

Achieve your career goals and develop work experience through hands-on, daily practice while working on assignments with real clients.

## AWARDS & AFFILIATIONS



**FIVE-TIME AWARD WINNER**  
**Inside Public Accounting**  
**2021 TOP 100 FIRM**  
2021 Best of the Best Firm  
2021 Fastest Growing  
All Growth Firm



### SERVICES

KROST caters to a variety of industries as well as high net worth individuals. Our areas of specialty include:

- Accounting
- Assurance & Advisory
- Mergers & Aquisitions
- Tax
- Tax Incentives
- Wealth Management

### PHILANTHROPY

KROST plays an active role in helping non-profit organizations. We are a firm believer in giving back to the community. We've partnered with over 50 organizations in our community.





## BIG ENOUGH. SMALL ENOUGH.

Our team of 60 employees, is growing and has a deep commitment to Our Team, Our Clients, Our Profession, and Our Community.

We assist individuals, businesses and organizations with business advisory services, tax strategy, planning and compliance services.

### Contact Us / Apply

[martini.cpa](http://martini.cpa)

[careers@martinipas.com](mailto:careers@martinipas.com)

[linktr.ee/martinipas](https://linktr.ee/martinipas)

Accounting and financial consulting can be challenging, but at MAP, it can be rewarding too. Our team members gain a sense of community with each other. Whether it's company bowling, volunteering time to a needy cause or just a team member's birthday, we value quality personal time as much as quality work time.

### Join Our Internship Program

Many of our interns join the MAP squad on a permanent basis after graduation.

As an intern you will gain experience in the following areas:

- Tax
- Audit & Assurance
- Communication & Teamwork



# ARE YOU

# TYPE ATYPICAL?

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What **MOTIVATES** you? | Where will your **CAREER** take you? | What does **GROWTH** mean to you?

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MGO invests in long-term relationships with our clients and our people. You'll get hands-on experience at client locations in a variety of industries. You'll learn from partners, directors, managers, and experienced staff.

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- Tuition reimbursement for Master's degree and continued education

At MGO, we understand the language of business, but we communicate in the languages of human beings. We believe in clear, concise, courageous conversations with our clients, our co-workers, and our communities. We understand the importance of listening and the value of taking a position. Experience and reputation are our credentials. **WE'RE ATYPICAL.**

## REASONS TO GROW AT MGO



Be immersed in a diverse group of people with variety of life experiences.



Contribute work that is meaningful to you and valued by MGO.



MGO's culture nurtures creativity, rewards innovation, and encourages personal and professional growth.

Founded in 1987, MGO (Macias Gini & O'Connell LLP) offers professional services to clients in a wide range of industries. With more than 450 professionals, 43 partners and 14 offices, MGO is a growing national firm headquartered in Los Angeles.



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Approachable staff  
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Teamwork-based culture

Individual growth plans and  
customized Learning Ladder

Firm Summit:

Full staff input in creating  
strategic objectives for the year

*Los Angeles*

*Business Journal's*

Best Places to Work Award 2009,  
2010, 2012, 2013, 2016, 2017 and  
2018

*Accounting Today:*

Named one of the "2021  
Best Firms to Work For"

## DURING THE FIRST YEAR, YOU'LL LEARN:

- Bookkeeping and general ledger analysis
- Year-end accounting
- Audit fieldwork
- Preparation of tax return extensions and estimates
- Preparation of 1099, payroll tax and sales tax forms
- Preparation of business license and property tax returns
- Trust accounting and tax work
- Private foundation accounting
- Participation in continuing professional education programs

## THE BENEFITS OF WORKING WITH US:

- Flex time policy
- Personal time off (PTO) of 128 hours (16 days) per year
- 8 paid holidays
- 401k with employer matching
- Medical, life & LT disability insurance
- Dental/eye care reimbursement plan
- FSA Plan for medical and child care expenses
- 4 paid CPA exam days
- Minimum of 40 hours of continuing education courses per year
- Meal reimbursement plan
- Fun firm events throughout the year
- Committee involvement
- Buddy program for new hires







# ACCOUNTING ASSOCIATION

CSUN FALL 2021



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