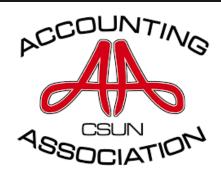
ACCOUNTING ASSOCIATION





STUDENT RECRUITING BOOK

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11-15 FALL 2018 DIRECTORS



PRESIDENCY WELCOME LETTER

BY STEVE MORALES

Dear Accounting Association Members,

On behalf of the Accounting Association, I would like to welcome you all to the Fall 2018 semester! I am truly overwhelmed with excitement and honor to serve you as President this semester. When I started my journey with the Accounting Association in Fall 2015, the presidency was merely an idea, but as my dedication and passion toward the organization continued to grow, the idea of presidency became more feasible. As the Accounting Association is the largest organization on campus, my goal is to provide more social and networking opportunities for our large member base and build a more inclusive environment where the number of active members will increase by tenfold.

Each semester, the executive board dedicates their time to develop students into tomorrow's leaders and professionals. We provide opportunities for students to further develop their interpersonal, communication, and teamwork skills. Moreover, the Accounting Association hosts a number of events to facilitate interactions among students, professionals, and alumni. The recruiting process at CSUN can sometimes be fast paced and overwhelming, which may lead to accounting students making important career decisions early on in their academic journey. We provide the tools and resources needed to successfully step out of your comfort zone and develop your personal brand. We also emphasize the importance of building camaraderie among your piers; the accounting world is small, and it is highly likely that you will cross paths again in the near future.



Over the course of my involvement with the Accounting Association, I have learned the value and self-fulfillment of giving back. The people that I have connected with along the way has molded me into the person that I am today. I would not have exponentially grown in my professional career without owing my gratitude to my friends and mentors that have assisted me in my journey. Therefore, my only request from you is to take advantage of our resources and efforts provided to you and pay it forward.

The Fall 2018 board is more than happy to provide our member's guidance on-campus involvement, recruiting, and academics. Please be sure to ask questions and fully utilize our resources on campus. I wish you all the best of luck this semester and in your future endeavors

BENEFITS OF INTERNSHIPS

BY JOSE PENADO

Internships are a perfect way to start your career in your field of choice before graduation. Whether it is paid or unpaid, internships give valuable experience for any student. For example, as an accounting student, the opportunity to work at a public accounting firm as a rotational intern is one of the best internships available in the field. The work includes auditing, preparing taxes, and even advisory. The experience gained is auditing companies, preparing taxes for s-corp entities while gaining experience in public accounting and that is only scratching the surface. In short, internships provide a chance to be involved in the workforce before graduating.

Internships will make you more valuable with the knowledge gained. Finding a job while going to school is easy and gives a little value, however, finding an internship that goes with your major provides more value to your future degree and in the classroom. For example, as an accounting student, one can easily find internships that complement their major and also gain some wisdom for most upper division classes. There are alot of tax internships in and out of the tax season and also two tax classes that needs to be taken at CSUN. The opportunity to be able to prepare individual taxes before taking the tax for individuals class allows the amount of studying you would need during class to be less than without the experience. Same would go preparing taxes for all types of corporations and the tax for corporations class. Therefore, it would be recommended to gain that experience for essentially free A's once school starts again and work experience for your resume.



Internships give an upper hand applying for a job after graduating. Most of the time public accounting firms will give you a full-time offer once finishing an internship. If for some reason a firm does not offer any full-time positions, there is still the fact that there is an internship on your resume. For example, as an accounting student, an internship on your resume will usually end up in being a more desirable candidate compared to accounting students that did not have an internship. When hiring, a manager will typically look at the resume for any relevant experience for the job. If you have any type of accounting related experience, that will usually be a one up on any candidate and probably give you the foot into the next steps in your career.

Remember that internships are beneficial before graduation. It is recommended to apply for an internship that complements your major as it will provide a little glimpse of what your career will be like after graduation.

If for some reason an internship opportunity is not given, then working at any job related to your major can benefit you a lot more than working at any traditional job.

BENEFITS OF ACCOUNTING ASSOCIATION

BY WILMER MARTINEZ

Everyday I'm thankful that I joined Accounting
Association. I've always been the type to go to class, say hi
to friends, and then head home to do homework. I never
knew the benefits of being involved on campus until I
decided to join the Accounting Association. I remember
attending a Monday Meeting, simply because I was
hungry and knew food was provided, but was rewarded
with so much more.

Accounting Association helped me learn about the accounting career and helped me reassure myself that I wanted to do this as a profession. Through the Accounting Association, I've been able to meet many interesting professionals, learn about many firms offering employment opportunities for us as students, made amazing lifelong friends, but most importantly I've felt like I belong. I finally found a group of people who are as motivated, friendly, and hardworking as all of us strive to be. That is why we are known as the AA Fam!

With the help of Accounting Association, I was able to achieve two internship opportunities with one of the Big 4 accounting firms. The club helped jump start my career and I'll always be thankful for that!

Imagine how far along in my career I could have been if I would've joined Accounting Association my first semester of college? That's one common trend I want to change as an executive this semester. I want every member to benefit as much as I have and much earlier than I did.



However, Accounting Association isn't all about accounting. Although most of our events and meetings are dedicated to accounting and accounting professionals, we provide much much more! Interested in basketball, helping give back to your local community, collaborating with other clubs, or even food? Accounting Association offers all of that and much much more!

To anyone that is reading this, I know it can be hard to step out of your comfort zone and meet new people in a club you probably thought was full of accounting "nerds," trust me I've been there. Don't be afraid to try something new!

If you want to benefit from joining a club full of hardworking, entertaining, kindhearted students, while also learning about accounting, doing fun activities, volunteering and giving back, then Accounting Association is the place for you!

TIPS FOR TRANSFER STUDENTS BY DINA SASOONES

1. ASK QUESTIONS

What is recruiting? What is the purpose of an internship or Summer Leadership Program? Who is Stuart Fried? These are all very important questions. As a transfer student, right now is a very important time to be curious about your future, and how you want it to be shaped. For instance, you have the power to attend an Accounting Association technical meeting, ask brilliant questions, get noticed by professionals at the meeting, ask the professionals for a business card [and the professional willingly obliges], and have a start to a beautiful relationship with an accounting firm of your desire. As a transfer student, I did not know any facts about the recruiting process, but I asked questions. If a forgot an answer to a question, or if an answer did not satisfy what I was looking for in the question, I would ask it again to a different person. Do not be afraid to ask questions; the worst answer a person can give you is, "I don't know."



2. BE SOCIAL

I'm an extrovert and being social was still a struggle for me as a transfer student. Other than pursuing a degree, the accounting program is a great way to make new friends and new experiences. I have experienced many hostile environments, and students in the accounting program are one of the kindest people you will ever meet [in my opinion]. New terrain is intimidating, but many students in the accounting program were once in your shoes. Thus, they know what it feels like to be the new person. Due to this sense of empathy, you will be welcomed with open arms in the accounting program. Being social may help your recruiting experience because of the connections you will make with your peers. Some of your peers may have a job offer from an accounting firm you want to apply to. By asking your peers for guidance, it can open doors you did not know existed. The first step is putting yourself out there.

3. JOIN CLUBS

There is a big difference between solely paying the Accounting Association membership fee and being involved in Accounting Association events. Attending events may help you interact with professionals from accounting firms. When firms present during technical meetings, the topics are very relatable. The topics may include how to prepare for Meet the Firms, how to approach a professional, and how to succeed in an interview. Clubs are also a great way to network within the accounting program, which may help create connections in the long-run.

4. DON'T COMPARE

When I started recruiting as a transfer student, I would always compare myself to peers who seemed more knowledgeable about the recruiting process. I felt behind, as though my peers have been recruiting for years. This is where I fell short and my negative thoughts only hurt myself.

5. BE OPEN-MINDED

Students and faculty in the accounting program often share their opinions about the ranking of firms. A person must enter the recruiting process with an open mind to opportunities. As a transfer student, recruiting is learning process, so do not let others cloud your judgment. Being open-minded translates to hearing and absorbing different opportunities from multiple firms, figuring out which firm you fit in, and being happy with recruiting with those specific firms that you choose to recruit with.

6. HAVE MENTORS

These mentors can be fellow students, faculty, and/or alumni. It's important to have a mentor because a transfer student may not know a lot about the recruiting process. These mentors may help have a better understanding of the process and help create your recruiting path.

WHY NETWORKING IS SO IMPORTANT?

BY FAITH SEVILLA

Networking, networking, networking. You always hear this word, especially during the recruiting season. Your professors and friends are telling you to network with people, network here and network there. It's everywhere. You are probably wondering why students should network when you have a lot of responsibilities to do. As we know most CSUN students work full-time or part-time and some of us do have kids, doesn't have the time to network and meet these amazing professionals. I think students should give time and make time for networking because being visible and getting noticed is one of the big benefits of networking. Also, networking is the art and success of your future career. It's about building relationships, developing professional and social contacts, and exchanging information that is relative to your career path and growth in which only you can determine the ones resonate with your goals and dreams in life.



Why should you network when you can just Google every answer in the comfort of your home?

Not all answers are available online. People network to seek advice in their career, increase their chance of landing in their dream job and finding opportunities that aren't available for everyone. I do understand that networking events could be terrifying. Trying to start a conversation with someone you don't know, could be uncomfortable for some of us, but relax and learn. The people who participate in these networking events, such as Meet the Firms and Mock Interviews had been in your shoes. They've gone through the recruiting process during their time at CSUN. One of the most amazing parts of networking is that you can talk to these professionals from different firms and industries, and they are willing to give you advice on what career path you can take. These professionals can give you ideas of what Big Four and Mid-tier firms are and audit, tax, and consulting services differ from each other, such as the busy season and type of clients. Talking to different people will give you ideas, and you can take different pieces of information that could help you figure out what you really want to do in your career and the possible opportunities available.

How should you network?

It's simple, really. You can start by attending career fairs and social events, such as Meet the Firms. Networking could be scary for many people. It doesn't matter if you are extroverted or introverted.

If you are introverted and shy, don't worry if you had an awkward conversation with someone. It's a start! I too, as a very extroverted person had MANY awkward conversations when I was recruiting. These awkward moments are lessons for you to understand and learn how to navigate yourself in the business world. Awkward moments will help you how to start a conversation and even how and what questions to ask. You think introverts are the only ones who struggle to start a conversation. You are wrong! Many introverts' people I know including myself had problems starting a conversation with professionals and partners. I couldn't start a conversation because I don't know what to ask them. Don't be afraid to talk to professionals and partners to learn about the profession, industries, services, and career path you are interested in. These questions are the stepping stones on finding the right employer

We all have to understand that businesses and careers are built in a relationship. Relationships start when people meet and talk about their interest and passion and create a common goal, and also people love and would prefer working with people they know, respect, and trust. That is why networking is important because you are getting to know them, and they are getting to know you. It might seem uncomfortable asking and talking to people, but you're the only one who can practice and make it better because the longer you practice your networking skills, you will get better at it over time.

BENEFITS OF NETWORKING WORKSHOP & MOCK INTERVIEW

BY JESEL TORRES

The Accounting Association has been organizing workshops for students to prepare them for recruiting. Every semester, the Networking Workshop (formerly known as Resume Workshop) and Mock Interview Workshop bring together students and professionals to develop various aspects of personal and professional development. Prior to Meet The Firms, the Networking Workshop aims to prepare students in getting their resume ready, help students formulate and ask questions, and get face time with professionals from different firms. It is a great experience for a student to meeting professionals before attending Meet The Firms.

The Mock Interview Workshop intends to prepare students for recruiting interviews. Participants get a chance to refine their interview skills by improving their elevator speech, organizing how they present their experiences, and improve social etiquette. Getting a practice interview and feedback from experienced professionals is a great preparation for on-campus interviews.

In addition to the perks mentioned above, the ultimate benefit of the workshops is the connections that students make. Attending the workshops gives each participant a solo platform to introduce themselves. It is a fantastic opportunity to express one's interest, get to know the professionals, and learn from their experience which can potentially lead to a mentorship relation.





Networking Workshop

AA Members Exclusive

Three 15-minute "Speed Networking" sessions with firm professionals First come first serve basis

SATURDAY, September 15th, 2018

Bookstein Hall

Questions? student.development@csunaa.org Registration:

September 12th, 2018

9:30 am - 11 am & 5 pm - 7 pm

Registration in Jacaranda Hall, in front of Johnson



RECRUITING TIMELINE

BY JEA BONDOC

I was fortunate enough to recruit during my second semester in college, which landed me multiple first-year leadership programs and a diversity internship offer.

The most common time to recruit is during your sophomore year, but don't fret if you've missed the opportunity. Utilizing my recruiting experience, I will be going into detail on the various recruiting possibilities throughout your undergraduate experience.

PROGRAMS

First-Year Leadership Conferences

During your first-year in college, you may recruit for first-year leadership conferences. These are 1-day entry level programs that allow students to learn about the firm and possible career opportunities. Often times, these opportunities are limited to the Big 4 (PwC - Explore, Deloitte - Amplify Freshman Leadership Conference, EY - Global Perspectives Conference, and KPMG - Branding U).

Summer Leadership Programs

Similar to the first-year programs, Summer Leadership Programs (SLPs), are 2-3 day programs that focus on strengthening your leadership skills and gain new insight about the firms. Individuals who take this path are not limited to one firm; students are able to attend multiple SLPs. Frequently, SLPs lead to client service internships for the following summer.

Client Service Internships

These internships are intended for your final summer prior to graduation. During this time, you are focusing on your line of service (tax, assurance, advisory, consulting, etc.) while gaining insight about a possible career opportunity at the firm. These internships may also be completed during the Fall/Spring semester if you are taking a semester off. Please refer to your campus recruiter for more information. Depending on your performance, this internship may lead to a full-time offer after graduation.

Full-Time Positions

For graduating seniors, the only recruiting opportunities are for full-time positions. Often times, these spots are more limited than other programs.



Diversity Internships

Depending on the firm, diversity internships open to first-year and second-year students who are from typically underrepresented groups in society (ie. Latinos, African-Americans, Pacific Islanders, etc.). The curriculum of these internships vary across the firms and may lead to a client service internship for the following summer. Check with your campus recruiters to determine your eligibility.

TIMELINES

First-Year

Option 1: First-Year Leadership Conference -> SLPs -> Client Service Internship -> Full-Time
Option 2: First-Year Leadership Conference ->
Diversity Internship -> Client Service Internship ->
Full-Time

Sophomore

Option 1: SLPs -> Client Service Internship -> Full-Time

Option 2: Diversity Internship -> Client Service Internship -> Full-Time

Junior

Client Service Internship -> Full-Time

Senior

Full-Time

I wish you all the best of luck during this recruiting season and your future endeavors. Go get 'em Matadors!

IMPORTANCE OF TIME MANAGEMENT

BY GOHAR SARGSYAN

As college students, we have so many things throwing at us once, such as getting good marks, recruiting, working, spending time with family and friends. In the road of accomplishing these tasks, often times, we get conflicted schedules. How do we balance the tasks? What's the most important skill we can use to be more successful?



Time management is an important skill to have no matter where we end up going in life. You make explicit decisions about what you are going to achieve in the moment or in the future, by using this important skill. You prioritize your activities and focus your energy on the things that matter the most. As a start point, look at your daily activities and decide how important each one is to you:

- List your goals
- Prioritize your goals
- Invest your time wisely
- Create a realistic schedule

Throughout the time at CSUN and being involved with Accounting Association, I learnt that we can't manage time; instead, we can manage ourselves. All we can manage is our decisions about the day and how those decisions are helping us to reach our goals.



Know Yourself

Some people work best under pressure and thrive when faced with deadlines. Others prefer to plan their time so they can finish their projects ahead of schedule. As most of the students, we love procrastination; therefore, most of us will fall in the first category of people. The best way to overcome is admitting the fact that you're procrastinating and have vision how good we can feel after the certain task is complete. Another important thing is to know your productivity hours; in what time you have the most energy to do the challenging tasks. As much as we are comfortable following the to-do list or planned tasks, sometimes plans and priorities change unexpectedly. The key is to be patient and focus on one thing at the time.

It is also important to keep in mind that "Everyone gets the same 24 hours a day, 7 days a week. We make time for what we truly want". Each of us will use their time differently depending on which type of person we are; however, these tips can be helpful to achieve the goals

- Identify the priorities
- Stay focused
- Be fully present with each task

If you keep true to the things that are important, you'll make the right decision.

Mentorship



Adrian Covarrubias



Nataly Ruiz

Web Development



Rutvi Vora



Arlene Haig

Meet the Firms



Ohannes Ordoghlian



Imara Vanessa Otero

Outreach



Manuel Martinez



Ramon Tetangco

Firm Tours



Thomas Lorenzo



Omar Khalil

Publicity



JungSu Lee



Keven Acevedo

Wednesday Meetings



Mark Hu



Tony Tijoe

Evening Events



Mohamed Elmahdi



Jason Liaw

Monday Meetings



Christopher Linzner



Justyne Bandoquillo

Charitable Events



Jason Unger



Makrizzia Uy

Marketing



Tommy Hu



Dasha Manila



Tananya Sitiso

Student Development



Magali Rodriguez



Brianna Alonzo



Vivian Dang

Student Activities



Marley Reyes



Jesus Martin Vitug



Eduardo Torres

Membership



Francis Villa



Caroline Sanmaung



Patricio Portillo

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Diana Diaz



Destiny Heng



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At HCVT, we serve a variety of industries including:

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West LA Office/CSUN Alumn



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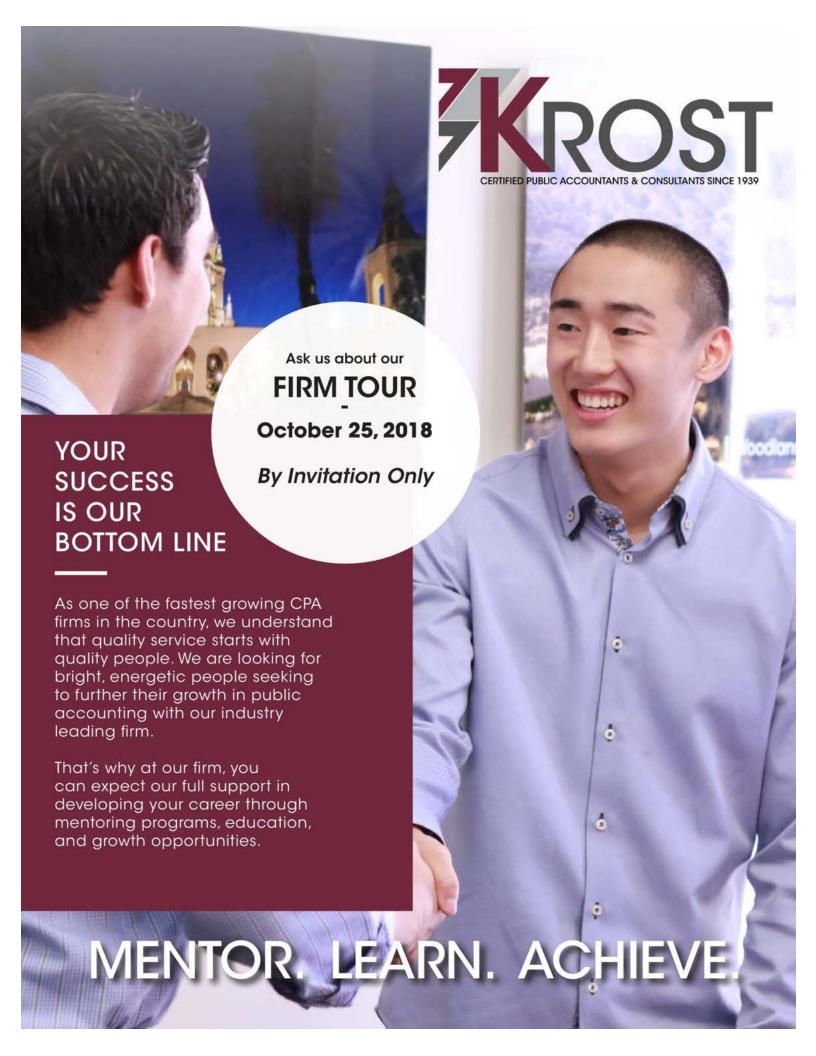
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- · Financial Services
- Auditing & Assurance
- Business Management
- Tax
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Questions? Email us or vist us online. campus.recruiting@weaver.com | weaver.com

