



STUDENT RECRUITING BOOK

FALL 2023



ACCOUNTING ASSOCIATION
CSUN



WWW.AACSUN.ORG

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President's Welcome Letter

Hello everyone, thank you for being a part of the Accounting Association for Fall 2023! It is an honor to be your president for this semester. This organization personally helped me develop my professional skills such as networking, interviewing, and resume building. As the people that operated the CSUN Accounting Association prior to this semester helped me become the person I am today, I am glad to give back to other fellow students.

At first, recruiting can be intimidating. However, I hope that my presence and everyone else that is a part of the Accounting Association will help each of you be more successful in your future opportunities. Don't worry, everyone has been through this process at some point in their professional careers and they are willing to help anyone who needs it.

Since the Accounting Association's primary goal is to develop everyone's professional skills, we have many different events to help us achieve that goal. From the Networking Workshop, to the Mentorship Mixer, to many technical meetings throughout the semester; we provide these services and more to students who are interested in a job in the accounting industry. While we do help students with professional events, we also have social events for those who want to have fun like hosting a BBQ, karaoke night, and beach day.

After COVID-19 has halted our presence in community colleges, we have decided to bring back our community outreach committee. The committee is designated to present at different community colleges that have a history of transferring to CSUN's accounting program, so we can inform them of the organization's opportunities before they are officially enrolled in CSUN.

I am excited and looking forward to the upcoming semester! With our resources we are able to provide for students and the extensive alumni that have a history of contributing to our community within the accounting industry. I am confident in our ability to develop the skills required to be successful.



Brett Zarris

President

**Table-sitting location:
First floor inside Bookstein Hall
Look for our AA banner and table!**

**Contact Information:
Email: President@aacsun.org
Primary Number: (818) 921-2543**



Different Stages of Recruitment



It's never too early to start getting involved! Many firms don't offer just internships, but a wide variety of different programs to help college students on their journey to a professional career. They might offer professional development programs, summer leadership programs, or even freshman/sophomore internships! Even if you did not find what you were looking for, that early recruiting experience is very valuable.

I began recruiting at the beginning of my freshman year at CSUN and was able to land a couple of interviews with Big 4 and Mid-Tier firms. I ultimately ended up going to a professional development program during the summer. I was able to add that experience to my resume and show firms that I would apply to in the future that I am actively involved. Although I still needed to improve on a few different things, getting involved that early had put me ahead of the game and made me stand out to many of the recruiters. That helped a lot when I was recruited the next semester because I ended up accepting a sophomore internship at Deloitte!

Osmin Galdamez

Vice President

Many firms don't offer just internships, but a wide variety of different programs to help college students on their journey to a professional career. They might offer professional development programs, summer leadership programs, or even freshman/sophomore internships! Even if you did not find what you were looking for, that early recruiting experience is very valuable.

As an intern or student, firms normally don't expect you to know everything since they know you are still in school. In a lot of cases, a lot of your training comes from on-the-job experience. Even if you feel that you may not be prepared enough to apply for some of these programs, it wouldn't hurt to apply anyway! That way you are already a part of the firm's mailing list, and they have a record of you recruiting with them in the past. The more exposure you get, the more comfortable you will be recruiting in the future. Trust yourself to step out of your comfort zone and achieve your goals!

Self Branding

You are a walking billboard. I do not mean that literally, but who you are is who you are. Everything about you and how you carry yourself has a lot to show. Even if it is not the most accurate way of judgment, the first impression has a lot to do with body language and appearance. Even virtually, how you present yourself is becoming more important than ever. While in many ways this first impression, virtual or in person, cannot do a lot to hurt you, it can definitely help give you an advantage or set you apart from the crowd. So how can you maximize your chances of a good first impression?

Virtually

There are two things that can easily add to your professionalism in a virtual setting.

The one that stands out most on platforms like LinkedIn and Handshake are a good professional headshot. A professional headshot can go a long way in helping your profile be more memorable. Recruiters meet thousands of people every semester, it is almost impossible for them to remember people. So if you send them a follow-up message after a recruitment/networking event, having a photo where they link your name to your face can be the difference between them potentially remembering you. Here at CSUN, we have many clubs and organizations that offer free professional headshots, so get in touch with any club leadership to ask about opportunities to get one.



Kyle Rose

The other thing that can easily add to your virtual persona is adding a signature to the bottom of your emails. Not a literal signature, but a professionally formatted sign-off that will automatically add itself to the bottom of every email you write. Here is the signature that I have on my CSUN Student email for example:

Kyle Rose
Controller | **CSUN Accounting Association**
Director of Weekend Seminar | **CSUN Beta Alpha Psi**

A signature adds a lot in terms of appearance because it shows class. Even if you are not volunteering for a club on campus, simply being a member of one of the many organizations or putting you major next to the name of your college makes a big difference (Professional Accountancy Major | CSUN Nazarian). It automatically looks immensely better than just signing off with just your name. Small things make a difference, and adding a professional signature is no exception.

Controller

In-person

The best thing you can do for in-person events, whether it is Meet the Firms or simply an on-campus internal club meeting, is to be ready. Simply by wearing a good outfit, making sure you look the part, and bringing the necessary items, you are putting yourself in the best position to succeed. If you can research who you are going to meet in some way, it can also be extremely helpful. Knowing who you are meeting, doing your research and coming not only looking prepared, but mentally prepared, will show how serious you are. In this day and age, we can find out a lot from a quick Google search. So make sure you try and find out all that you can about the firms you are interested in, or at the very least enough to not ask the recruiter a question you can easily find the answer to online.

Early Recruitment and its Benefits



Xochitl Holguin

Treasurer

As a transfer student from community college, I was unsure of when to start recruiting, especially after not getting into Accounting 350 in my first semester at CSUN. I was not considering myself a Pre-Accountancy major because I was not enrolled in the class, but new when my expected graduation date would be.

After joining AA, I attended the Mentorship Mixer and was mentored by an amazing Associate and Student Mentor who guided me on my recruitment process. I am beyond thankful that I was able to form part of the Mentorship Program because I learned that a lot of firms have early start internships that are available for students even if Accounting 350 has not been taken. I did some research along with attending events from AA, and decided to apply to PwCs Start Internship.

PwCs Start Internship consisted of roughly seven weeks, and I received a return offer for an advance internship this upcoming summer. If everything goes well, PwC could be extending a full time offer.

Along with myself, many of my peers also did an early Internship at other firms and received a return offer for an advance internship.

Being able to recruit early has been very rewarding because I am being given the opportunity to foster my networking within the firm. It has also kept me motivated when times get tough in school because I have a potential offer at the end. Early recruiting also allows you to learn more about the firm, especially the environment and its people which I think is an important factor in deciding where you want to embark on your career journey. It's never too early to start, and begin your journey within the firm.

Why You Should Get Involved on Campus

Joining a club is easy, but being active in it requires much more effort and time. My first semester after transferring to CSUN I joined the Accounting Association (AA) and was a general member. Taking in a new campus, buildings, classes, friends, and more was overwhelming, but the AA board ensured that I would feel welcomed to the CSUN campus. Throughout the semester I attended a few meetings and maybe a couple events, but I didn't really attend much. I realized I needed to become more involved to understand more about my major and my future and joining the AA director board really made that happen.

I became a director mainly to network and socialize, but I also researched what each directorship was responsible for and how it would benefit me. I found being a meetings director would be the most impactful since I would be able to directly speak and network with firm representatives. It gave me an insight into firms from a different angle that maybe other students wouldn't have.

Throughout last semester I networked a lot and made connections that will last me a lifetime. Being involved you get to work directly with your classmates and peers and that helps create a stronger bond and helps you stand out from other students. Furthermore, being involved helped when trying to recruit. Throughout all of my interviews I was given the chance to delve into the fact that I was actively involved on campus and the impact I was making on other students.

Being involved shows leadership skills at an early stage in life and even though it's a long way away, I'm sure some of the skills gained from being a director or executive will benefit me when trying to climb the corporate ladder. For example, being an introvert, I'm terrified of public speaking but after doing table sitting for 4 weeks, presenting to my class about AA, and running meetings I've overcome my fear of public speaking. Just being a member and attending meetings, social events, and other activities, really helps you grow your knowledge of what we do as accountants and creates connections with people who will in the future be your colleagues.



Shlomo Silberberg

Executive of Alumni Relations

If you want to stand out, work with amazing people, and help our amazing AA continue to grow and prosper in the future I highly recommend getting as involved as you can!

How to Give an Elevator Pitch



Gohar Yenokyan

Executive Administrator

Elevator Pitch

An elevator pitch refers to a brief speech that outlines why you would be a valuable asset for a specific business or organization. A good elevator pitch should last no longer than a short elevator ride of 20 to 40 seconds. It should be engaging, memorable, and succinct. Always remember that an elevator pitch is an opportunity to talk about your professional skills. It is a great way to promote yourself in order to interest a protentional employer.

Four Steps of the Elevator Pitch

1. Start by introducing yourself.
Example: "Hello, I am Avery. It's nice to meet you!"
2. Provide a summary of what you do.
Example: "I am a CSUN student majoring in Accounting."
3. Explain what you want.
Example: "I found the work your company does to be innovating – I'd appreciate the opportunity to put my expertise to work for your company."
4. Finish with a call to action.
Example: "Would you mind if I set up a quick call next week for us to talk about any upcoming opportunities on your company?"

Key Elevator Pitch DO's and DON'T's

DO's

- Do make it memorable.
- Do write and rewrite your speech.
- Do practice your speech.
- Do make sure to be friendly, confident, and enthusiastic.
- Do end up with an action request

DON'T's

- Don't ramble.
- Don't hesitate to develop different versions of your elevator speech.
- Don't forget to update your speech as your situation changes.
 - Don't focus only on yourself.
- Don't let your speech sound canned and stilted.

Why You Should be Involved on Campus After Recruiting

The process of recruiting for an internship can take a lot of time and effort. As students you are highly recommended to take on leadership positions and roles within your school to show that you are capable of listening to instructions and carrying on tasks in a team setting. On top of that you are expected to maintain a good academic standing. The firms that you recruit with and hopefully eventually work for want to see that you are consistently working on yourself and building relationships as well as your leadership skills.

That being said, the Accounting Association at CSUN is a great way to curate those relationships and skills. Throughout this past year, I have learned so much through my peers and seniors and even after receiving my internship offer during my first semester as a Director in AA, I decided to stay on and continue working with the club and its students - and I couldn't have made a better decision. With two directorship positions under my belt I have seen how my seniors make decisions and handle any problems that come their way. Similar to AA, the skills necessary to succeed in your internship include problem solving, listening, and adjusting quickly to environments in order to get tasks done promptly. Thanks to AA and the peers I work with, I have learned so much and am able to implement all of these skills into my work ethic during my internship experience.

The skills you learn through being involved will be acknowledged and appreciated. Ultimately, the experience you have is as good as what you make of it. It is up to you to take action and further develop your skills. Your professional journey does not end once you receive your internship offer.



Tiffany Pak

Executive Coordinator



The Importance of Networking/How To Network



**Marian De
Guzman**

Executive of Operations

WHAT IS NETWORKING AND WHY DOES IT MATTER?

“It’s not what you know, but WHO you know”, is a common business phrase repeated time and time again. For any new professional entering the business world, do NOT underestimate the power of networking! It is easy to be a skilled, motivated, and innovative worker, but without a social network, your opportunities will be significantly limited because of your lack of exposure to those in the workplace who could use your expertise!

To visualize the concept, think of your professional network as a tree. With each individual you meet, each conversation you partake, each client or task you are responsible for, you are adding branches onto your tree. The people that you meet during workshops at school, down the halls of the workplace, or in the midst of a social event at a restaurant, all have their own personal networks that they have built up over years of experience. By allowing your personality, skills, and work ethic be shown, you are able to be exposed to an array of individuals with varying personalities, interests, experiences, and opportunities. Joining the Accounting Association provided exposure to professional networking through the Mentorship Mixer, Networking Workshop, Mock Interviews, Meet the Firms, as well as during the many technical meetings throughout the semester.

And finally, though networking has its practical perks in terms of business opportunities, there is more to it than that. Building your network allows you to bond and create friendships with those of similar interests or hobbies. These connections that you make are not limited to the workplace, but could lead into life-long friendships. Knowing how to do the work with the correct skills is important, but being able to enjoy the company of your co-workers is just as significant.

NETWORKING TIPS AND TRICKS

1. Have a genuine curiosity

Networking is not something that is transactional, but it’s all about the connection with other people on a human to human level. Have a genuine curiosity with the types of questions that you ask.

2. Develop your Elevator Pitch/Speech

The purpose of the elevator pitch is to provide a quick summary of who you are and make you stand out. It is helpful to use a template or guideline, but it is important to customize this to yourself.

3. Do your research on the firm and/or individual.

Especially before professional events such as Meet the Firms or AA’s Networking Workshop, take the time to research the firm and what resources they have to offer. Your knowledge on the firm’s size, type, locations, programs, community effort, diversity, and mentorship system will show initiative and curiosity.

4. Perfect your resume and be ready to talk about it.

The EY Center and AA Mentorship program are two excellent sources of groups that are available to help you with your resume. By crafting your experiences using CSUN’s Accounting Template, this gives you the best chance when submitting your resume for an internship or full-time position.

Fall 23' Directors

Mentorship



Mentorship Directors connect members with professionals and student mentors through the mentorship program and host the Mentorship Mixer.



Public Relations



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



Student Activities



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



Marketing



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



Membership



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

Student Development



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



Monday Meetings



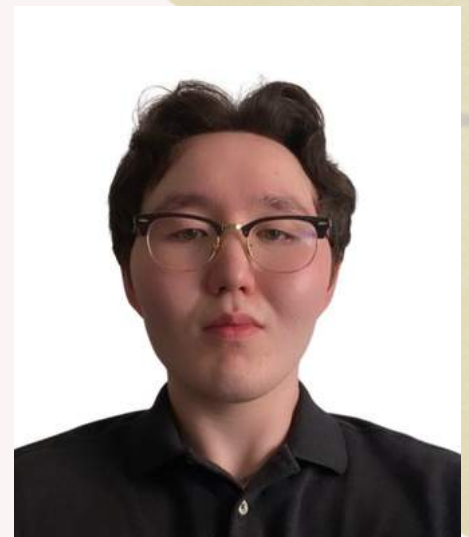
Monday Meetings help facilitate and organize weekly meetings where firms come to present on various topics, while students get to network and learn about the accounting profession.



Wednesday Meetings



Wednesday Meetings help facilitate and organize weekly meetings where firms come to present on various topics, while students get to network and learn about the accounting profession.



Evening Meetings



Evening Meetings help facilitate and organize three panels each semester where firm representatives answer questions prepared by directors and give insight into the firm, while students get to ask their own questions as well.

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, Gladys Polio, is experienced in her career and job search field and has dedicated her time here at CSUN to support undergraduate (Bachelors program) and graduate students (Masters program) and alumni. She acts as a liaison between those pursuing careers in Accounting and Information Systems and numerous firms that range from the Big 4, MidTier, 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 the resumes and cover letters approved on Handshake, an online job site used by many employers recruiting students for (Student Leadership Programs, Internships, and Full-time offers

Check out EYCC website <https://www.csun.edu/acctis/ey-center> for numerous guides and resources (including resume and cover letter templates), online workshops, recruiting programs, Meet the Firms, career fairs, key dates, etc.



Gladys Polio

Important Dates

**Fall Semester begins:
August 28th, 2023**

**Meet the Firms - Big 4 & Mid Tier
Tuesday, September 19th 2023
The Odyssey Restaraunt
15600 Odyssey Drive
Granada Hills, CA 91344
6:00 pm to 9:00 pm
(5:00 pm Student Check-In)**

**You MUST pay in advance and
register on Handshake before
attending**



**Location: Bookstein Hall BB-2224
Office: 919-677-2979
gladys.polio@csun.edu**

**Student Assistants:
Brett Zarris
Lucy Cruz**

Recruiting Timeline

1

- ➡ **Attend Firms' Office Hours**
- ➡ **A great way to get to know the firms and ask questions.**
- ➡ **Take the opportunity to introduce yourself.**

2

- ➡ **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.**

3

- ➡ **Attend Workshops**
- ➡ **Accounting Association, EY Center and other business clubs host workshops on how to navigate recruiting.**
- ➡ **Networking Workshop | September 15**
- ➡ **Mock Interviews | September 29**

4

- ➡ **Sign up for Meet the Firms**
- ➡ **Attend Meet the Firms | September 19**

5

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

6

- ➡ **Interview & Offer**
- ➡ **Check your email and Handshake for updates from the firms.**
- ➡ **Good Luck!**

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

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

Recruiting

- Keep up with Emails with Gladys
- Attend AA Weekly Meetings with the firms
- Go to firm Office Hours
- Get your resume approved by the EY Center

Interviews

- Attend Mock Interviews
- Learn the 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

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CLARITY.
COMMITMENT.**

ABOUT US

Established in 1991, Holthouse Carlin & Van Trigt LLP is a Top 30 CPA firm providing tax, audit and assurance, business management, and mergers & acquisition services to a variety of private companies, closely held businesses, public companies, and high net worth individuals and family offices.

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- Irvine, CA
- Long Beach, CA
- Park City, UT
- Pasadena, CA
- Phoenix, AZ
- Westlake Village, CA
- West Los Angeles, CA

International Tax

Intern & Staff roles

- Glendale, CA
- Irvine, CA

State & Local Tax

Intern & Staff roles

- Irvine, CA
- Long Beach, CA
- Pasadena, CA

Audit

Intern & Staff roles

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- Encino, CA
- Pasadena, CA
- Westlake Village, CA
- West Los Angeles, CA



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- Food & Beverage & many others

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|--|-----------------------|
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| • Asian and American and Pacific Islander (AAPI) ARG | • PRIDE ARG (LGBTQ) |
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| • Emerging Professionals ARG | • Women's ARG |

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Positions Audit Intern and Audit Staff

Contact:

Alberto Aguirre aaguirre@pensionassurance.com
Stephanie Monroe smonroe@pensionassurance.com



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- 401k-with matching
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- Dental/Eye care reimbursement plan
- FSA Plan for medical and child care expenses
- CPA exam completion incentive program
- 40 hours of paid education courses
- Coaching program
- Fun firm events

What Sets Us Apart

- Virtual work environment
- Approachable staff and partners
- Individual growth plans
- Annual Firm Summit
- **Best Places to Work** award for 8 years by Los Angeles Business Journal
- **Best Firms to Work For** award by Accounting Today

Potential 1st Year Projects

- Year-end accounting
- Preparation of income tax returns, estimates, and extensions
- Audit fieldwork
- Preparation of business licenses
- Preparation of 1099, payroll tax and sales tax forms
- Bookkeeping and general ledger analysis
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<small>Sources: *Accounting Today 2022 Top 100 Firms **2022 Moss Adams Foundation Report ***2024 Vault Accounting 25</small>		

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