



**ACCOUNTING
ASSOCIATION
STUDENT RECRUITING
BOOK**



Spring 2018

contents



- 04
PRESIDENTIAL WELCOME
By Fatima Batool, President
- 05
BENEFITS OF SUMMER LEADERSHIP PROGRAMS
By Beatrice Bernardino, Vice President
- 06
IMPORTANCE OF NETWORKING
By Sam Lee, Controller
- 07
BALANCING OBLIGATIONS
By Zaruhi Varpetyan, Treasury
- 08
HOW TO SURVIVE THE ACCOUNTING JOURNEY
By Patrick Mallari, Executive of Cordinator
- 09
RECRUITING AS A TRANSFER STUDNET
By Steve Mollares, Executive of Administrator
- 10
THE BENEFITS OF BEING ACTIVE IN CLUBS
By Sarah Orozco, Executive of Student Relations
- 11
BENEFITS OF BEING A MEMBER OF THE ACCOUNTING ASSOCIATION
By Pranita, Director of Publicity

Spring 2018

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PRESIDENT'S MESSAGE

BY FATIMA BATOOL

Dear Accounting Association Members,

On behalf of the Accounting Association, I would like to welcome you all to the Spring 2018 semester! I am truly honored to serve you as President this semester. I started my journey with the Accounting Association in Fall 2016. I was a transfer student from Pierce College and was barely starting to understand the accounting world. I found mentors within the Accounting Association Executive Board who guided me, and were the reason why my love for this club grew. After signing my Internship offer with Deloitte, I continued by journey with AA as Executive Administrator and oversaw our club meetings and our workshops. My executive board and I want the Accounting Association to be a safe space and a community for all accounting students on campus where they can find mentors, friends, confidants, and grow continuously both professionally and personally. Every 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 several 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 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 peers; the accounting world is small, and it is highly likely that you will cross paths again in the near future.



"The people that I have connected with along the way have molded me into the person that I am today"

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 grown in my professional career without my friends and mentors who assisted me in my journey. Therefore, my advice to you is to take advantage of our resources provided to you on campus, and pay it forward. The Spring 2018 board is more than happy to provide our members 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 Summer Leadership

Programs (SLPs) BY BEATRICE BERNARDINO

What are Summer Leadership Programs (SLP)? SLPs are one or two-day event where a student with two summers left may apply for and, if given the chance, may get invited to attend. Here are several benefits that you can get from SLPs.

Networking opportunity

We have always been emphasizing the importance of networking. Networking is a must to survive in the accounting world. By participating in an SLP, you will have the opportunity to expand your network because, aside from other CSUN students, there will also be students from other schools. You will also have the chance to get to know the professionals in the firm from associates to partners. Each firm has different team building activities during an SLP where they encourage the professionals to join and get to know the people in their team. Take advantage of the different instances, build your network, and connect with the people in the firm.

Shadowing opportunity

As mentioned above, firms have a variety of activities which may include lunch with a professional, team building activities with your fellow SLP participants, presentations, and shadowing a professional. Aside from networking, shadowing is an important activity during an SLP. This is where the decision-making comes in where you have to choose between audit, tax, or advisory. In shadowing, you will have the chance to see what a professional does in a service line. It is recommended that you ask any questions or concerns during this activity so you will have the idea on which service line you want to do by the end of the SLP to get ready for the internship.

Personal and professional growth

The experience of applying, participating, getting an offer, or being rejected in an SLP will help you grow personally and professionally. You will be able to learn and reflect about what you have to improve on and what you have to continue doing. Aside from that, you might find out something new about yourself that you might want to add or change in your career goals.



"The experience of applying, participating, getting an offer, or being rejected in an SLP will help you grow personally and professionally"

In conclusion, take advantage of the Summer Leadership Programs available. Always be willing to learn and curious because if you know more, there would be better chances that you will make the right career decision for yourself. Do your best and good luck!

Importance of Networking

BY SAM LEE



Net working is key to success.

Starting in college we assume that having good grades and work experience is enough to secure a job after graduation. Unfortunately, in accounting it takes more than good grades and work experience to capture the recruiter's attention. Being good with numbers is definitely a prerequisite but the ability to communicate effectively cannot be overlooked. Networking is the key to success.

What is Networking?

For a student, networking is the act of developing contacts and establishing business connections with the goal of furthering your career. Networking means going to events like Meet the Firms and the Awards Banquet, talking to professionals, and keeping in contact with them after the event. Many events are available through club organization like alumni events and technical meetings hosted by Accounting Association and Beta Alpha Psi. Additionally, keeping in contact with your friends after college expands your network. Many will end up working for different firms and you do not know where you will be or where you want to work in the future.

Start right now!

Don't wait till your last semester in college to start networking. The Accounting Association is a great resource to start. It provides various events to network, including resume workshop, mock interviews, and weekly meetings. Networking is a skill that is learned. Networking can feel daunting which is why you should start early. Practice makes perfect. Even if you are feeling discourage because of low overall GPA you should still network early. It gives recruiters the opportunity to see how much you have improve during your college years. Also, firms are starting to recruit young talents earlier as in sophomore and junior year through their Summer Leadership Program. Obtaining an SLP will lead you to an internship offer and then a full-time offer. The worst feeling is not securing a job right after college.

"Don't wait till your last semester in college to start networking. The Accounting Association is a great resource to start, It provides various events to network."

Why is it important to network?

The ultimate goal of any college student of any major is to obtain a job after graduation. Ideally, it would be best to secure a job before you graduate. Good grades, work experience, and leadership roles may be enough to get you that first interview, but they are definitely not enough to get you the job. Who you know is a valuable asset in the business world. It does not guarantee a job, but it does give you an edge. Talking to recruiters, partners, and other professionals allows them to get to know you and see if your personality fits in the firm culture. Networking improves your communication skills, which will serve you your entire life. As an accountant you will be communicating daily with other professionals and clients. If you cannot communicate effectively, you will only be holding yourself back. An important thing to remember is to keep in contact, even if you do not get the job. You can have a perfect resume and extracurricular activities but if you can't hold a conversation with a professional than life will be hard for you in the future.

Balancing Obligations

BY ZARUHI VARPETYAN



As a college student we tend to wear many different hats: partner, worker, friend, classmate, etc. Often times those roles are in conflate, and as students we must adapt to

variety of factors and asses priorities. Each hat that we wear comes with its own obligations. But how do can we balance them?

In my opinion succeeding in school means more than doing good in your coursework. It is important to give some time to yourself and pursue your passion. Many of what we learn comes from activities, such as research, joining professional organizations or writing articles for local newspapers. Some essential ingredients to succeed in managing multiple demands include having self-motivation, self-discipline and being able to prioritize. The following will help you to develop what is needed to do well in school and beyond.

Time management

Time management is one of the key components to academic and professional success. Time management helps you to concentrate your efforts on what is most important in your schedule. Some tips to help you to manage time effectively include:

- Plan you schedule, make weekly todo list
- Set goals and deadline for projects
- Be true to the amount of time you waste
- Avoid perfectionism.

Though keeping this in mind it is important to not micromanage your time. Leave some space for flexibility, because you never know what might come to your way. Be spontaneous and don't get stressed when things don't go as planned, because most of the time they don't.

Try to be a high achiever not perfectionist

There is nothing wrong with trying your hardest or doing your best. The key is to know you limitations. Perfectionist tend to set unrealistically high goals and they do everything to reach that goal. They believe that success is that goal. Therefore, when they don't get the results they wanted it causes a lot of stress and anxiety. In order to avoid getting in the loop hole of protectionism follow this tips:

- Set standards that are high but achievable
- Enjoy the process, not just the outcome
- Be aware of your positive and negative thoughts.
- Learn from your mistakes

Learn to say 'no'

As students we always like to get engaged in new experiences and do this and do that but then it heats us. One of the key concepts in balancing obligations is learning how to say "no" to some things that come to your way. This might not be time to volunteer to run a new initiative at work or take a new responsibility if you don't have to. Remember what you planed and what you want to execute at the end of the day.

Communication

The last concept in balancing obligations and achieving success is communication. When something goes wrong it is important to be in the moment and communicate effectively. Sometimes you have to plan ahead in order to communicate with people who depend on you. Other people have other obligations as well so they will understand you. After prioritizing your schedule, let people who you are going to be working with, updated about upcoming events in your schedule.

Having to manage multiple demands in your career, school and personal life is vary challenging but you can definitely succeed if you keep this tips in mind and have a positive outlook.

"Where there is desire there is time. It might not happen today but if you want it to happen, it will one day." ⁰⁷

HOW TO SURVIVE THE ACCOUNTING JOURNEY

BY PATRICK MALLARI

You have chosen one of the best majors at CSUN. You have a great career waiting for you when you graduate, but how do you become a professional accountant? Well, sorry to say that it will not be so easy. Your classes will get increasingly difficult as you journey through the Accounting program. You will struggle to stay balanced and motivated. Sometimes, you might find yourself having doubts about your career path. I can say this because I've been through it. But, I assure you that you will survive! Luckily, along my journey I have found so much support from advisors, mentors, other students, and most importantly my friends. Here are some tips that will help you survive the accounting journey

First of all, if you have not yet visited the EY Career Center, I suggest you put down this book and meet Stuart Fried right now. Make an appointment with him He does one-on-one meetings with students to review resumes and cover letters, has tips for networking, and advice for pretty much everything. He has so much insight to give when it comes to recruiting and figuring out what career path within accounting to choose. Seriously, if you haven't met Stuart yet, you are at a disadvantage. He is always happy to help students out. Plus, you will probably find other students there that are also on their Accounting journey. I met some of the best people in the EYCC, and many people who ended up becoming a mentor to me. I have a lot of thanks to give to the EY Career Center, because I believe that that is where my Accounting journey in CSUN took off. If you ever feel lost during your journey, the EY Career Center is a great place to get back on track.

Take advantage of what the accounting clubs have to offer. AA, ALPFA, BAP, and MISA all have great events where you can meet students, professionals, and new friends.

"If you're an introvert like me, it can be daunting and intimidating. However, you just have to put yourself out there and introduce yourself to the right people."

Some of these events can be stressful, especially if you are new to networking with professionals. However, there are many casual events where you can relax and have fun with other members! This includes charitable events where we all go volunteer together and better the community. Game Night, barbeques, and other events are a great way to relieve stress, make new friends, and become a part of the amazing community here at CSUN. Being a part of the community and being able to say hi to everyone in Bookstein Hall is a great feeling. Join the clubs! Every member is on their own accounting journey, so we are all here to support each other through it all.

Lastly, I don't think I could have made it through ACCT 350 without my peers. Each one of them come from vastly different backgrounds and have different stories to share. What we all had in common was that we wanted to pass our class and we all wanted each other to succeed. We pushed each other to study harder, work out problems together, and motivated each other. For me, this is the most important part of surviving the program. Having a good group of friends where each of us helps each other succeed will not only help you survive, but you will thrive and become the best you can be. My friends have never let me doubt myself for a second, and I am so thankful for them.



TL;DR, let yourself become a part of the accounting community here in CSUN and take advantage of what the program has to offer. If you're an introvert like me, it can be daunting and intimidating. However, you just have to put yourself out there and introduce yourself to the right people. You are bound to find someone that is

willing to take you in as a mentee and friend. the accounting journey is tough - if you do it alone. You have chosen one of the best majors at CSUN, not only because of the amazing career opportunities it offers, but because of the amazing people you are going to meet on your journey.

RECRUITING AS A TRANSFER STUDENT

BY STEVE MORALES

The recruiting process at CSUN is its battle. There are strict deadlines, numerous amounts of recruiting events, and many opportunities to meet professionals. One of the biggest obstacles a transfer student faces is being able network and find the ins and outs of the accounting program. I started my journey at CSUN in the Fall 2016 remember feeling overwhelmed and felt behind. Now thinking back, getting involved with clubs such as the Accounting Association helped me the most. If it wasn't for the help of my fellow mentors and through the club, I would not have had the opportunity to participate as a Launch intern with Ernst & Young (EY). I also had the opportunity to travel to New York and be part of the Discover EY conference event that took place on January 2017. There are a few steps you can follow with in the first three weeks of school to make the most of the Spring 2018 recruiting semester as a transfer student.

Join an accounting club on campus

Campus clubs are a great way to get to know the students around you. Students who have been at CSUN since freshman year can help as they know the ins and outs of the campus and also an overview of the professors and classes pertaining to your major. The accounting program can become very stressful. A good group of friends who know exactly what you're going through will facilitate your success both professionally and academically.

Visit the EY Center for Careers (BB2224)

Make an appointment with Stuart Fried. He does One-on-one meetings with students to review resumes & cover letters, learn about networking & LinkedIn, and other job search needs. Even if he is all booked before meet the firms, make one anyway for after!

"One of the biggest obstacles a transfer student faces is being able to network and to find the ins and outs of the accounting program."

Accounting and information systems students can receive career planning guidance; sign up for workshops for resume, cover letter, interview prep, LinkedIn, other recruiting guidance.



Attend Club Meeting

s Firms of all tiers come to the Accounting and IS club meetings. This is a great opportunity to network with professionals and find out what public accounting firm or private company you fit in. You also get the opportunity to meet your fellow peers. I remember when I went to my first meeting and

how I was able to make really close friends. Now, we study together and hang out together.

Attend Meet the Firms

This is a career fair for Accounting and information system status. Recruiters from various firms attend to meet CSUN students. You can buy tickets at the Juniper Hall courtyard. The Meet the Firms banner is hard to miss! This event practically a must.

Remember, firms are not only interviewing us, we are also interviewing them. It is important to know the firm and doing some research before talking to them at Meet the Firms.

Attend Accounting Association's Resume Workshop and Mock Interviews

Our club hosts these two workshops where we bring professionals and CSUN alumni from various firms and government agencies to review resumes and perform on interviews for students who signed up. This is an excellent networking opportunity. Just last semester, we had a total attendance of around 300 people, including students and professionals!

Find a mentor!

Accounting Association has an incredible mentorship program that will pair you up with a student who has done an internship or has received an internship offer. Since they have been through the recruiting process recently, they will be the best guides and advisers for you. Never feel obligated to only have one mentor because it is always best to have different perspectives of a situation.

The benefits of being active in clubs

BY SARAH OROZCO

College students are busy. There can be a lot to balance between classes, work, homework, family, and other commitments. So why would you want to add another obligation in that list to balance? Because club involvement can impact your career and student experience in a highly positive way. Here are some reasons for you to start being active in clubs.

- 1. It's a chance to find yourself** Joining clubs gives you opportunities to learn more about yourself and what you can improve on. It's a chance for you to push yourself out of your comfort zone and see how far you can go to improve yourself.
- 2. Develop soft skills** Soft skills or "people skills" are what you need to effectively interact with others. It is highly needed in order to survive the business world. Organizations help you build your skills such as teamwork, communication, and leadership.
- 3. Learn to work in groups** Knowing how to work well in a team is essential in any career path you take. Being involved in an organization teaches you how to do this by putting you in situations where you are required to work with a group to complete a certain task.
- 4. Learn to work in a diverse environment** Most organizations are made up of a diverse group of people. Learning how different people respond and react to certain situations will help you develop your skills. In the working world, workplaces are always filled with diverse people. Learning how to communicate well with a diverse group puts you ahead in your career.
- 5. Help you form connections** Student organizations help you connect with fellow students as well as professionals. Some organizations have mentorship programs where you are paired up with a mentor who will guide you with your recruiting. Through clubs, you are able to meet leaders who you can take advices from. You never know, you might form lifelong friendships along the way.



- 6. Build your self-confidence** Students who are able to balance academics with extracurricular activities have a better understanding of their capabilities. You gain confidence by being able to be assured that you can take on more challenges. Chances are, in the working world, you won't be assigned with just one project at a time. It is important to learn how to balance work.
- 7. Provide you with a well-rounded college experience** Aside from skill-building and personal development, club involvement is a great way to make memories. It's a chance to put yourself out there and try new things. Club activities can help you include something fun in your school week. It's a great way to make the most out of your college experience.

"Club involvement can impact your career and student experience in a highly positive way"

BENEFITS OF BEING A MEMBER OF THE ACCOUNTING ASSOCIATION

-PRANITA KOIRALA

I became a member of the Accounting Association (AA) during Fall 2017. I was a brand new transfer student who had just switched her major to pre accounting. I was pretty confident that I wanted to study accounting but had limited understanding of the available careers in accounting. I wasn't even aware of the recruiting process- not that I'm an expert now.

The first week of the semester, a group of Directors from AA visited during my ACCT 230 class and gave a presentation introducing the club and all that they had to offer- I was immediately interested. Upon joining the club, I attended most of the meeting and events hosted by AA. Listed below are some benefits of being a member based on my experience:

Community

Accounting is a highly impacted major at CSUN and recruiting is not an easy process. There might be time when you need some help, whether its with classes or understanding the whole job application process. Being a member means being part of a community with other Accounting Students who are probably going through something similar. AA provides a platform where you can find a mentor or a friend while being involved in campus activities. Infact, I met most of the friends I made last semester during AA events and meetings.

Firms

Most accounting students are familiar with "The Big Four", not only are those firms actively involved in most of the AA events but attending AA meetings can help you find information on many mid-tier and local firms out there that are seeking potential employees.

Workshops

I attended AA's resume workshop and had the opportunity to meet one on one with both a professional CPA and a recruiter. I got to network with industry professionals while getting help polishing up my resume. It was an informative experience that helped me getting a better picture of the recruiting process.



"..... AA meetings are mostly filled with informative presentations, good food, personal anecdotes from professionals and students having a great time."

Networking

Networking is essential for recruiting. Like I mentioned earlier, AA is well connected with many of the renowned accounting firms and CSUN alumni who are now working in the accounting industry. Being involved in AA means having the opportunity to meet these professionals and its also a great way to practice networking.

Food

It's not just pizza. Seriously, I remember having had spring rolls, fried chicken, sandwiches, pastries and many other yummys during meetings. AA is very much focused in helping accounting students with recruitment but at the end of the day we're all just college students and AA meetings are mostly filled with good food, informative presentations ,personal anecdotes from professionals and students having a great time.

For Ishani

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MARKETING



DINA SOSOONES



CAROLINE SANMAUNG



FAITH SEVILLA

MEET THE FIRMS



DIEM DINH



HUY NGUYEN

MEMBERSHIP



ANI BYURAT



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JOSHUA FLORENDO



JESEL TORRES



MARLEY REYES

CHARITABLE EVENTS



VIVIAN DANG

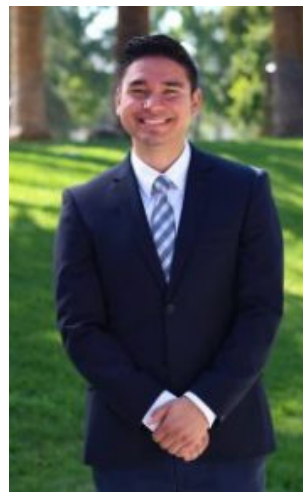


NATALY RUIZ

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JUNG SU LEE



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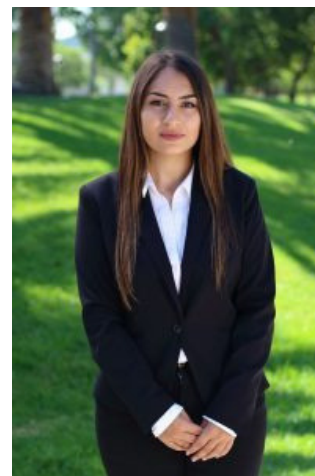


ISHANI VIDANAGE

MONDAY MEETINGS



MANUEL MARTINEZ

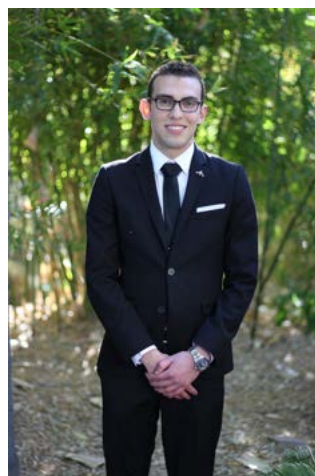


GOHAR SARGSYAN

WEDNESDAY MEETINGS



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BAP TECHNICAL MEETING TBD

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Turn your unique qualities into a great career

Important dates and opportunities to connect:

California State University, Northridge

February 8 th , 2018 12pm - 1pm	BAP Presentation
February 8 th , 2018 1pm – 4pm	RSM Office Hours
February 20 th , 2018	Spring Meet the Firms
February 28 th 2018	Power Your Education Scholarship Application deadline – see below
March 6 th , 2018	RSM's SunLink Application Deadline – SLP
March 16 th , 2018	On Campus Interviews

Andrea Fong, Campus Recruiter
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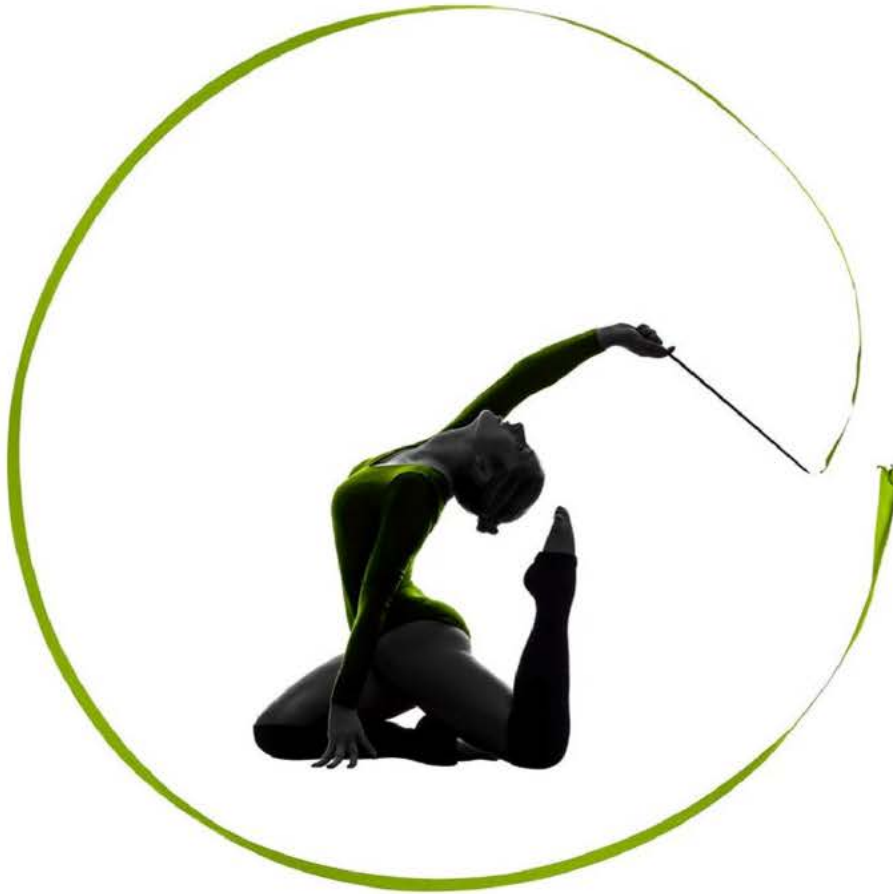
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*Applications are due April 30th by 11:59pm.

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Deloitte Key Dates

Application Deadline: Thursday, February 22, 2018

Campus Interviews: Wednesday, March 7, 2018

Visit www.deloitte.com/us/dnlc or www.deloitte.com/us/envision to learn more and complete a candidate profile.

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Discover Program

KPMG Discover is a two-day local leadership program that gives you the chance to explore your interests in public accounting, while gaining insight into the culture and career opportunities at KPMG. Discover KPMG is designed for students interested in audit, tax and advisory who have not yet been through the internship recruiting process and will graduate between December 2019 and August 2020. The 2018 Discover Program for Los Angeles will be July 12-13, 2018. Students who participate in the Discover Program may receive Summer 2019 internship offers.

KPMG's calendar of events

Date	Event	Time
Monday, January 29, 2018	KPMG Welcome Back Tabling at Career Center	9:00 a.m.–11:00 a.m.
Monday, January 29, 2018	Accounting Association Presentation	12:00 p.m.
Thursday, February 15, 2018	ALPFA Presentation	12:00 p.m.
Tuesday, February 20, 2018	CSUN Meet the Firms	Evening
Thursday, February 22, 2018	CSUN Application Deadline	11:59 p.m.
Thursday, March 01, 2018	KPMG On Campus Interviews	All day

How can I learn more?

1. Scan the QR Code (you can use Snapchat)
2. Complete your online profile and upload your resume
3. Start receiving emails and invites from KPMG!

<p>AUDIT Big 4 leader in SEC wins over the last seven years</p>	<p>ADVISORY 6 years of double-digit revenue growth</p>	<p>TAX Big 4 leader in growth for the past six years</p>
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Connect with us:
www.kpmgcampus.com



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Your career is just that: yours. With Moss Adams, you'll look beyond the question of audit versus tax. Instead, you'll have the freedom—and mentorship—to pursue your professional interests and create a path that's uniquely yours.

A few other highlights: busy season workloads scheduled at 55 hours per week, the chance to rotate between audit and tax in your internship, and opportunities to give back through buildOn and other community programs.

Stop by and get to know us at through these Fall recruiting events.

CSUN Recruiting Events

DATE	EVENT
1/18/2018	Boot Camp Presentation
2/6/2018	Office Hours
2/13/2018	ALPFA Presentation
2/20/2018	Spring Meet the Firms
2/22/2018	BAP Presentation
2/24/2018	Application Deadline
3/2/2018	On Campus Interviews

mossadams.com/careers

APPLY

Take the first step. Submit your application by **Saturday, February 24th at 11:59 p.m.** through www.mossadams.com/careers and your campus career center. It should include your:

- » Résumé
- » Personalized cover letter
- » Unofficial transcripts

CONTACT

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Campus Recruiter

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(310) 295-3247

POSSIBILITY RISES IN THE WEST

Los Angeles,
CA

6:31 AM
PDT

Here, the sun rises on a spirit of enterprise, optimism, and openness. We believe in the importance of finding the type of work that drives you and gaining the freedom to customize your career. That's why we strive to empower our people and clients to discover and claim the future for themselves.

RISE WITH THE WEST.

ASSURANCE
TAX SERVICES
IT CONSULTING
STRATEGY & OPERATIONS
WEALTH MANAGEMENT





SUMMER 2018

Leadership Conferences

Make Your Move

Enhance your leadership skills and jump-start your career by attending a Moss Adams leadership conference.

During these interactive training programs, Moss Adams professionals will discuss what it means to be in a professional services firm today, including the varied career paths within accounting, consulting, and wealth management as well as what factors are critical to success.

Eligibility

DEGREE	Pursuing either a bachelor's or master's
MAJOR	Accounting or a related field
CPA ELIGIBILITY DATE	December 2019 and August 2020

Apply

Our posting will go live the first week of February. In our application, you will be asked to submit your cover letter, résumé, and unofficial transcript to your career center as well as mossadams.com/careers. To navigate to the application page, click *Student Events* on the right side of the careers page, then click *Current Events* followed by *Summer Leadership Conference*.

For more information, contact your Moss Adams recruiter.

Camellia Sarmadi
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ABOUT MOSS ADAMS

With more than 2,600 professionals across 20-plus locations in the West and beyond, Moss Adams provides the world's most innovative companies with specialized accounting, consulting, and wealth management services to help them embrace emerging opportunity. Discover how Moss Adams is bringing more West to business.