

CALIFORNIA STATE UNIVERSITY, NORTHRIDGE

# ACCOUNTING ASSOCIATION

STUDENT RECRUITING BOOK



ACCOUNTING ASSOCIATION  
CSUN

SPRING 2019



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*President, Wilmer Martinez*

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Each semester, the executive board and directors are dedicated to developing personally and professionally into tomorrow's leaders in the workforce. Our club is dedicated to helping members to further develop their teamwork, communication, and interpersonal skills. Furthermore, the Accounting Association's events help connect members to other students, professionals, and alumni. Recruiting is a common term used in the accounting major. Recruiting can be fast-paced and overwhelming for students and can lead to accounting students making important career decisions early in their academic journey.

The Accounting Association provides the resources and tools to develop your personal brand and effectively go through the recruiting process. I would like to emphasize the importance of community amongst the accounting career. The accounting world is very small, and it is highly likely you will cross paths again with the person next to you in the near future.

Throughout my time with the Accounting Association, I have learned the true value and importance of giving back. I would not be the person I am today if it wasn't for the relationships I've made at our club and the help they've provided to me. Thank you to all of the mentors and friends I have made throughout this journey in my career and school career. My only request from you is to take advantage of everything Accounting Association has to offer, and help others as much as the club helps you.

The Spring 2019 executive board and directors are excited to work alongside you and are always happy to provide guidance on what it means to get involved on campus, recruiting, and academics. Please feel free to reach out to us.

I wish you all the best of luck this semester and I am excited to see everything Accounting Association has to offer you this semester.

## *Presidency Welcome Letter*



### **Dear Accounting Association Members,**

On behalf of the executive board, directors, and the Accounting Association, I would like to welcome you all to the Spring 2019 semester! I am beyond excited and honored to serve as your president this semester. My journey with the Accounting Association began in the Fall 2017 semester, where being a member helped me truly see the value that our club has to offer. Since then, my passion and motivation to want to give back to our club helped pave the way for me to be in the position I am now. As one of the largest organizations on campus, my goal is to provide the necessary help and sense of community for our large member base and hope to show the value of the Accounting Association to everyone.

# Importance of Summer Leadership Programs



As a transfer student, it was really hard for me to navigate myself and to know the world of accounting. My first recruiting season was in Fall 2017 where I was recruiting for internships. I was overwhelmed with all the firms I have to research because all these firms have many great things to offer: from service lines, industries, internship programs, and trainings. Many people have said the way to get to know these firms is to know to talk to people who work there: the professionals. That is why I went to most of the recruiting events such as Meet the Firms, firm tours, club meetings, mock interviews, and other networking events--but those events may not be enough for a student to choose what firm he or she wants to work for.

A great way to choose between these firms is through SLPs, and anyone you asked who's done SLPs would say the same because you get to know the professionals more, the history and background of each firm, the other candidates from other schools (that could possibly be your co-worker in the future), and if you actually fit in the firm's culture.

Spring semester is packed with different summer leadership programs that firms have to offer. Just like me in Spring 2018, I was a candidate for SLPs. I really liked recruiting around that time because there are firms that I was very interested in because of the service lines and industries that they have and the impact they have in that industry or market. However, it was a lot of networking and getting to know each firm. I talked to as many professionals as I could to narrow down the firms I wanted to do my SLPs with.



*Vice President, Faith Sevilla*

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Summer of 2018, I did three SLPs. All of them were different from each other, such as team building activities, but there were some parts of the SLPs that are similar, such as firms talking about their history and having a panel of different levels of professionals to answer questions students/candidates have in mind. The most fun part of SLPs is the team building event because you get to know how people work with one another, and how well a person (YOU) works with different work ethics and personalities.

If you have the chance to participate in any SLPs, take that chance because although you may like a firm during the recruiting and networking events, you might change your mind after doing an SLP with them or the other way around. You might end up liking a firm after having a great time connecting with the people you meet at the event.

One piece of advice for any recruiting events: BE YOURSELF, YOUR PROFESSIONAL SELF.



*Executive of Student Relations,*  
**Magali Rodriguez**

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## *Benefits of Networking*

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During your time here at CSUN, you will learn many skills: both technical and interpersonal. The one skill I can guarantee that you will need for the rest of your career is networking.

In fact, every conversation you have with a friend, classmate, or a professional is considered networking. You are expanding your network by building relationships! Networking is the ability to interact with people and develop business relationships.

### **What if I am an Introvert?**

As someone who considers herself to be an introvert with extrovert qualities, my best advice is to practice and challenge yourself.

Networking includes giving a firm handshake, making eye contact, smiling, delivering your elevator speech, and/or asking the other person questions about their careers. You will benefit from practicing with a friend, a classmate, and attending our Networking Workshop.

Accounting Association offers a networking workshop at the beginning of each semester to help you build confidence and give you the experience of meeting professionals prior to Meet the Firms, the largest networking event of the semester. Our Networking Workshop allows students to meet one-on-one with professionals and practice networking, from the right handshake to communicating professionally.

### **What are the Benefits of Networking?**

- Increased confidence
- Expanded network
- Employment opportunities
- Ability to bring in new clients
- Ability to help others with their career goals
- Ability to request advice/expertise from other professionals
- Long-lasting personal relationships

Want to move up within a firm? You will need to bring in business. The best way? Refer to your network!

Need advice or expertise outside your current place of employment? Refer to your network!

Want to hire someone? Refer to your network!  
Want to change jobs? Refer to your network!

Have a small network? Interact with more people and build relationships!

Take advantage of our events and don't be afraid to approach us if you see us! I wish you all the best of luck with recruiting. I am rooting for all of you!

# Recruiting as a Transfer Student

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One of my fondest memories in Accounting 350 was when Professor Weiss asked everyone in class to raise their hands if they were a transfer student; nearly everyone did so. As a transfer student myself, it was comforting to know a majority of my peers in the accounting program at CSUN came from a similar background as myself, and many were just as confused as I when hearing recruiting terms thrown loosely in conversation.

"What exactly am I recruiting for?" I asked myself. And "Why would I want to work full time while still in school?" But surely the terms and lingo of recruiting are just one of the struggles transfer students face; I felt I was disadvantaged considering how little work and volunteer experience I had to put on my resume. After hearing an especially inspiring speech later in the semester in my Accounting 350 class by Scott Sachs, a managing partner at CohnReznick, LLP, I felt motivated to build my resume. I went in person the following day to the mall nearest my home to inquire about holiday hiring at each store; I was hired that same week at one of the retailers. The following semester, in the Spring, I realized my hunger to be more involved on campus and joined the Accounting Association as a meetings director and the VITA Program as a tax preparer. Both experiences allowed me the opportunity to grow my network amongst not only professionals, but also students and members of the community.

The most important aspects to consider when recruiting as a transfer student are the following:

1. Be likable. Recruiters appreciate students who can hold conversations about their hobbies and interests more so than those only capable of asking why they chose to pursue a career in audit or tax. Recruiting is like a game; you have to be relatable and recruiters have to feel they'd be capable of working alongside you. If you're shy and not normally the bubbly type, fake it.

2. Build your resume. Recruiters like to see one is capable of managing a busy schedule – ask for more hours at work, become involved on campus, ask charitable organizations how you can help or be involved in the cause, and develop your skill set by attending workshops or viewing tutorials – try learning a new language.



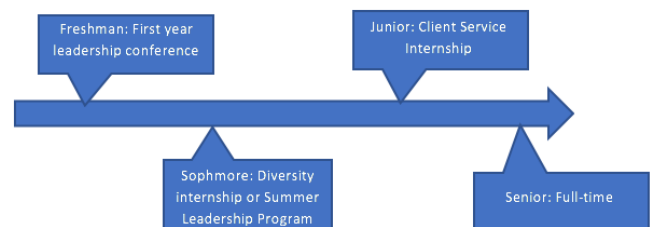
*Treasurer, Jason Unger*

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3. Meet as many people as possible. Do not spend excessive amounts of time speaking to any one individual, especially if you don't feel you can connect with him or her; ask for the individual's business card and move on. This is especially useful when attending recruiting events like Meet the Firms. Remember, you will not offend the professional if you exit a conversation (no matter how short) by politely asking for their business card and giving them a handshake.

4. Show good hygiene. Chew a breath mint before speaking to a professional and make sure your hands are not sweaty; using hand sanitizer is a good trick that can help dry your hands.

## Recruiting Timeline:



Although transfer students face many challenges while recruiting, the process is also a learning experience; CSUN is unique because its student body consists of individuals genuinely interested in seeing each other succeed. Why else would one student competing with another for the same job share the questions he was asked in an interview? I wish the best of luck to everyone this recruiting season and hope the experience serves as an opportunity for personal growth.



**Controller, Brianna Alonzo**  
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## *Time Management*



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Do what makes you happy and take care of your mental health ahead. Time managing your grades, work, recruiting, and yourself is very important for getting through the year.

In college, we have to juggle so many things. Whether that be grades, work, recruiting, social life; it becomes a part of our daily life to control everything. At times managing all of those things becomes a challenge and the question is how to balance all of those things.

### **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 important in your schedule.

Here are some tips that have helped me stay organized through a busy semester:

- **Have an agenda!**
  - I cannot tell you how much I vouch for having an agenda and planning out my day/week.
- **List realistic goals!**
  - Accomplish real goals that you know what you can finish in a day. Know yourself!
- **Prioritize!**
  - Decide what tasks need to be done first and what is important.
- **Don't be afraid to say NO!**
  - I get we are in college. We want a social life between our busy schedules. However, sometimes we need to put our duties first.

### **Know Yourself**

There are two types of students: those who work best under pressure when deadlines are at midnight. Then there are students who plan their work in advance before anything is due. You have to be truthful with yourself to identify what student you are and plan accordingly without stressing yourself out too much. With a busy schedule, you have to know your internal clock! Decide when is best for you to work on tasks, whether that be morning, afternoon, or night. Another thing to note is staying focus! When working on tasks, find a place that won't distract you and can have your full attention to your duties.

### **Self-care**

- Breathe!
- Stay hydrated and eat!
- Get enough sleep!
- Exercise!



# Tips for Interviews

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Spring recruiting is here and with recruiting, comes interviews! Interviews seem daunting, but with practice and some tips, you'll be able to pass with flying colors.

Preparation is key for passing interviews. Do your research on the firm as well as research on your interviewer. Most of the time, Handshake will have the name of your interviewer up on the site. Know your resume well and be prepared to elaborate on the points you've put down.

The most surefire way of mastering the interview process is to get as much practice as possible. Here are some ways you can prepare for that upcoming interview:

- Review anticipated questions and answer questions out loud in the mirror.
- Have a friend conduct mock interviews with you.
- Attend AA's Mock Interview workshop to practice with professionals.

Lastly, prepare some questions tailored to the firm you're interviewing with. This is your opportunity to learn about what it would be like to work at the firm.



*Executive Administrator,*  
**Vivian Dang**

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The interview process is a two-way street. The firm learns about you, and you get to learn about them. You are also looking for your good fit. These questions will help you see if this is the place you want to stay in the long run.

I hope these tips were helpful for your recruiting process! Now relax, smile, and dazzle the interviewer with your personality and your firm handshake.



*Executive of Operations,*  
**Tananya Sitiso**

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## *Benefits of the* **Accounting Association**

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Why join Accounting Association (AA)? Coming from a person who never ever thought she would be part of a club, it was one of the best decisions I've made in my undergrad career. You've probably often heard, "Join a club! Increase your campus involvement! Don't just be a member; become a director!" All these which I would always strongly disregard. What's the point, right?! I did not know what I was in for until I signed up with AA for Fall 2018. Although I was hesitant, I wanted to be a part of something before I graduated and what I got out of it was more than I expected.

### **1. Friends Like Family**

With CSUN being a commuter school, my routine was going to school then going straight home (and hopefully taking a nap before my next class). I always wanted to make friends in college, but I was too scared to. Right from the beginning, AA was very nice and welcoming. I've gotten close to a lot of people in a short timespan because of how friendly everyone is. AA provides an environment for students to be comfortable with themselves as they navigate through college as business students and develop as professionals. Everyone is there to be your mentor, confidant, and cheerleader. We root for you and enjoy watching you succeed! However, we are still got your back if things get rough.

### **2. Tools and Resources**

CSUN has a great accounting program and I have always taken that for granted. Our accounting and business clubs do what they do to help students succeed. AA provides students with opportunities to network with professionals and get exposure into the accounting world. Professionals from accounting firms are invited to speak about their experiences, tips, and various topics that can help students develop their professionalism. AA hosts Networking and Mock Interview Workshops, where students can get feedback directly from professionals.

Firm Tours, where students get to experience the firm's culture, are also offered to AA members. Besides professional events, we have various social events, such as charitable events and student activities, where members could network with professionals in a comfortable setting--whether that's playing basketball, volunteering at a food bank, or challenging yourself on a high ropes course!

### **3. The Journey**

We are all on the same boat en route to getting our degree and eventually establishing a career. The journey is easier with people by your side. Everyone is willing and glad to help with anything. If you need a tutor, someone to review your resume, or advice, just ask! After being a director in the Fall, I learned so much about accounting/professionalism and developed a genuine bond with fellow directors and members to the point that I wanted to continue my journey with AA and help more people in the long run. I'm happy to be ending my undergraduate career being a part of something bigger than me along with supportive people by my side.

This is just a snippet of the benefits of the Accounting Association, but everyone has different experiences, so don't be afraid to ask anyone! I tell everyone that I regret not joining earlier, and I mean it. It's been such a fun and insightful experience to be a part of. I hope you enjoy your experience as well!

# Surviving the Accounting Journey

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**1. Ask for advice:** There are hundreds of students in the accounting program, all of which have their own agendas and ideologies about what a person should do in their career. One very smart woman once told me, "Ask people for their opinion/advice, and only retain about 5-10% of it." This means that asking for people's advice is highly encouraged. However, people are entitled to their opinions. These people will sometimes give advice that does not necessarily fit with the advisee's ideologies. That's okay. Only absorb the amount of information you are looking for, and then do further research on those pieces of information to see how accurate the advice is. Furthermore, asking one person for advice does not suffice. A person should take advantage of people who have been through the recruiting process and ask a ton of questions! The Accounting Association has a mentorship program that anyone could benefit from, and I highly encourage you to take part in it.

**2. Be interactive with peers and faculty:** Make yourself known and give yourself a name in the accounting program—in a positive light. Recruiters are highly connected with their firm's campus ambassadors and using this knowledge to your advantage could serve you well. Since recruiters are not always on campus, they turn to their campus ambassadors for guidance. Furthermore, campus ambassadors may turn to their peers for guidance as well. Be friendly and talk to people. Please do not try to act a certain way to impress others because after spending hours with peers, true identities start unraveling, and I would not want you to go through that situation.

**3. Make friends:** If you are reading the Student Recruitment Book, it shows some sort of interest to be involved, which includes making friends in the accounting program. Some aspects of involvement are being on campus, hanging out with your peers, and attending many events. In the process, it would be nice to make friends. When I was in ACCT 350, I would tell people that I already have friends, so why should I make new ones in the accounting program? I'll tell you why. Because your peers in the accounting program relate to a lot of professional development and career goals you have (hopefully).



*Executive of Student Relations,*  
**Dina Sasoones**

[executive.coordinator@csunaa.org](mailto:executive.coordinator@csunaa.org)

Your peers in the accounting program understand the pressures of recruiting and the pressures of the accounting program itself. It would be nice to share that understanding of pressure with others. This basic understanding of these pressures is just the beginning. Once you start hanging out with more of your peers, you'll see that they are awesome because they're goal-oriented in the same field as you, AND they're pretty cool people. Making friends in the accounting program was one of the smartest decisions I've made in my life.

**4. Study:** Studying is one of the most important parts of the accounting program. At the end of the day, we're all here to get a great GPA, which will help with getting a great job. I have friends in other majors, and when they see me studying for an exam at least two weeks in advance, they think I'm an overachiever. The truth is, that is the norm in the accounting program. Studious students in the program study weeks in advance for exams because THEY ARE HARD. Do the same, and you will not regret looking at your GPA after the semester is over.

Referring to Tip #1, look through this article and retain the 5-10% that really sticks out to you; then, do more research on those pieces of information. I wish you the best of luck on surviving the accounting program, and please reach out to me if you have any questions.

## *Awards Banquet*



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**Eddie Guan**

## *Charitable Events*



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**Ruada Gaddi**

## *Committee Members*



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**Venamarie Bernardo**

## *Evening Events*



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**Thomas Lorenzo**

## *Firm Tours*

## *Meet the Firms*



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**Tiantian Huang**



**Arlene Haig**

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**Simon Schnelle**

## *Membership*

## *Mentorship*



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**Caleb Esquivel**

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**Sohee Kang**

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**Erick Murcia**



**Ezra Abenoja**



**Ghada Tawfik**

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## *Monday Meeting*

## *Outreach*



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**George Young Jr.**



**Justyne Bandoquillo**

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Spring 2019

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Spring 2019



# Save the Date!

## Before the Meet the Firms

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### JANUARY - FEBRUARY

Monday	Tuesday	Wednesday	Thursday	Friday
28 Meet AA	29	30 	31	1
4 Big 4 Panel	5	6	7	8 Mentorship Mixer
11 RSM & Local Panel	12 Sign-up: Networking Workshop	13	14	15
18 Armanino & Mid-Tier Panel	19 <b>Meet the Firms!</b>	<b>Saturday, February 16</b> Networking Workshop		
25	26 Sign-up: Mock Interviews	<b>Saturday, March 02</b> Mock Interviews		

# PATHWAY TO SUCCESS

SUMMER LEADERSHIP PROGRAM



WAYNE BERSON, CEO

Pathway to  
**SUCCESS**  
Mapping Out Your Future

**BDO**<sup>®</sup>

**BDO's summer leadership program, Pathway to Success, is a highly selective, program held every summer. Students have the opportunity to attend either a local, regional or national program.**



### **APPLICANT REQUIREMENTS**

We are accepting applications December - April

- ▶ Current or expected accounting major
- ▶ Finished with sophomore or junior year as of June 2019 (1 – 2 years left in school)
- ▶ Personally and academically motivated
- ▶ Continuously distinguished in the classroom, on campus and in the community

Visit [mycareer.bdo.com/summer-leadership-program](http://mycareer.bdo.com/summer-leadership-program) to apply to be one of a select number of students from across the country who are chosen to attend these prestigious programs.

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# Investing in YOU



We are a high-performance organization that gives you the tools to succeed.

From day one, you will be given meaningful work and responsibilities, enabling you to learn and grow. Developing your skills is among our highest priorities. You will explore learning paths based on industry and service line specialization. Training is extended beyond just learning the technical side of work. Leadership, effective communication, gender and generational differences, and business development are a few areas that you will learn about to help you thrive as a well-rounded accounting professional.

Technical excellence is in our DNA. We support and provide tuition reimbursement for a Master in Business Taxation Degree to those who seek to expand their knowledge. Beyond all of this, it's the people and the clients who make HCVT a great place to start your career. We provide the career opportunities available in larger firms while maintaining the culture found in smaller firms. With a strong community, interesting clients, and honest values, HCVT offers a unique culture and work environment that promotes and embraces balance in all aspects of life.

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CARMARILLO | ENCINO | IRVINE | LONG BEACH | LOS ANGELES | PASADENA | WALNUT CREEK  
WEST LOS ANGELES | WESTLAKE VILLAGE | FORT WORTH, TX | PARK CITY, UT | PHOENIX, AZ

## Our Industries

- ▶ Private Equity & Investment Advisory
- ▶ Real Estate
- ▶ Healthcare
- ▶ Manufacturing, Retail & Distribution
- ▶ Media & Entertainment
- ▶ Technology
- ▶ Hospitality
- ▶ Employee Benefit Plans
- ▶ Nonprofit Organizations
- ▶ Professional Service Firms

## Our Services



### TAX

- ▶ Planning & Compliance
- ▶ International Tax
- ▶ State & Local Tax
- ▶ Tax Credits & Incentives
- ▶ Trusts & Estates
- ▶ Accounting for Income Taxes



### AUDIT

- ▶ Audits, Reviews, Compilations
- ▶ Employee Benefit Plan Audits
- ▶ SOC Services
- ▶ Internal Control Reviews
- ▶ Agreed-Upon Procedures



### MERGERS & ACQUISITIONS

- ▶ Buy-Side & Sell-Side Services
- ▶ Tax & Financial Due Diligence
- ▶ Quality of Earnings Analysis
- ▶ Tax Structuring



### BUSINESS MANAGEMENT

- ▶ Cash Management
- ▶ Cash Flow Analysis
- ▶ Risk Management
- ▶ Tax Planning & Preparation
- ▶ Estate & Retirement Planning

Over **600** team members,  
including over **100** partners and principal

Located in **12** offices

**5th** largest firm in Los Angeles

Best of the Best Firms for **14** consecutive  
years and Top **50** firm

#### HCVT Getting Out for Good

The firm's annual community service event

#### Women @ HCVT

Women's initiative commitment to empower,  
promote, and retain the women of HCVT

#### Senior Advisory Council

Senior staff meets with firm leadership  
to offer ideas and recommendations that  
would impact the firm

## Apply to our Summer Leadership Conference on Handshake

Resume Submission Deadline	Feb 28
Spring On-Campus Interviews	March 8

Contact your campus recruiter,  
Sarah Fell, at [sarah.fell@hcv.com](mailto:sarah.fell@hcv.com)



[www.hcv.com](http://www.hcv.com)



# Meet Weaver

At Weaver, we truly care about our people—our most valuable resource. Our mission is to deliver the highest quality service to our clients and to provide opportunities for our employees to grow and succeed. We want to attract and retain the best professionals, and we do this by providing competitive benefits, career growth potential and much more!

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**#38**

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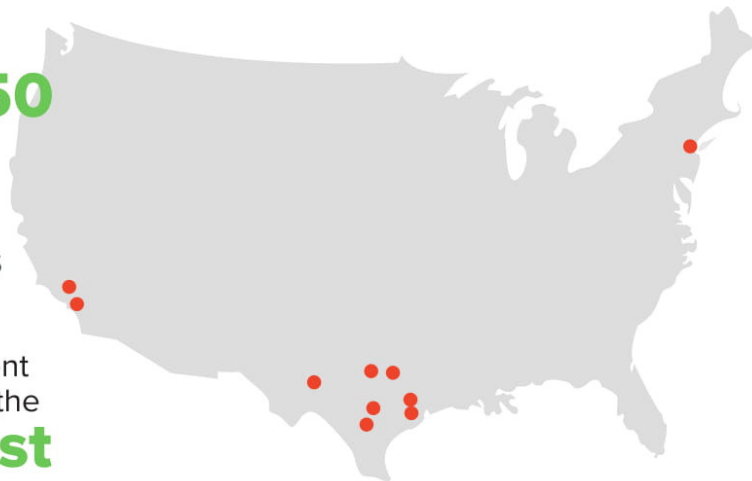
Top 100 Firms  
*Accounting Today*

**#40**

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**10** U.S. locations

Largest independent accounting firm in the  
**Southwest**



Weaver has offices in Austin, Conroe, Dallas, Fort Worth, Houston, Los Angeles, Midland, New York, San Antonio and Woodland Hills.



**700+**  
employees  
and  
growing

## Services

Weaver has been providing **high-quality assurance, tax and advisory services** to clients for more than 65 years. We serve clients across many industries, including public, private, national and international organizations, as well as government and nonprofit entities. Weaver also provides risk, IT and transaction advisory; forensic accounting; international tax; state and local tax; estate planning; and wealth strategies services.

# Join a growing firm that offers career advancement.

Weaver has doubled in size since 2007. Our growth and increasing client demands offer upward mobility and the potential for fast-track promotions. Weaver is also a well-managed firm with stable leadership.

## Industry Experience

Weaver's industries include Energy, Financial Services, Investment Funds, Manufacturing, Government, Renewable Energy, Private Equity, Real Estate, Nonprofit and more!

## Culture

Weaver has a warm culture that recognizes our employees have lives outside the office, and both the firm and your selected department offer the flexibility you need to juggle work and family.

## Community Involvement

Through the Weaver Private Foundation, our Charity of Choice Program and other community engagement initiatives, there are many opportunities for Weaver team members to give back.



**Smart Dress Code**  
*The freedom to dress for your day*

**Audit and Tax internships are available throughout the year.**

## Weaver Rewards

Awards are given to staff by managers to recognize them for a job-well-done. Points are used to shop online for gifts, gift certificates, etc.

## Office Fun Committees

Each Weaver office hosts a local FUN committee built of volunteer employees. From happy hours to holiday parties, the committees have access to the resources to host events and initiatives specific to their office.



