



SDSU Student Accounting Society

Meeting Minutes: Moss Adams “Professionalism and Etiquette”

February 19, 2018

Announcement:

Kristie Dock, Assistant Dean of Fowler College of Business

Regarding SDSU's new registration timeline

- Registration for summer 2018 classes will be available in March
- Registration for fall 2018 classes will be available in April
- Tuition and fees must be paid prior to registration
- To get an installment plan (4 payments), talk with student account services or the financial aid office
- Make sure you meet the prerequisites or you will be dropped from the registered class at the end of spring semester
- Last chance to take the WPA is March 10 for students with 60 units
 - WPA test dates before the fall registration date: February 24 and March 10
- Go to the Business advising center at least once a semester to talk to advisors (room EBA-448; Monday-Thursday 9am-5pm, Friday 9am-1pm)
 - Especially if you are finishing prep classes in the spring or summer
 - Must have a 3.0 gpa if you plan to take prerequisite classes outside of SDSU
- Group advising sessions in February and March
 - Next Friday; will be in email announcement
 - RSVP at businfo@mail.sdsu.edu with your full name, RED ID, and group advising date
- Make sure you don't have a registration hold on your account, so you can register for summer and/or fall classes

Presenters:

Rachel	Campus Recruiter (HR), 17 years	
Hernan Pedraza	Financial Reporting associate, 2 years	SDSU alumni '16
Laura Roos	Partner, 26 years	

Presentation:

“Don't Take the Last Donut” agenda

- Summer Leadership Programs
- Professionalism
- Everyday networking tips

About Moss Adams

- Expertise
 - 105 years in business
 - 2,900 professionals (including administration)
 - 30+ industries served
- Reach
 - Headquarters in Seattle
 - 25+ locations west of the Mississippi
 - In every state and 100+ countries
 - \$577 in revenue earned
- Many positions for Interns
 - Then they can come back as staff
 - Senior (after 2-3 years)
 - Manager (after 5 years)
 - Senior Manager (potential as partner)
 - Partner

Southern California & Phoenix

- Los Angeles, Orange County, San Diego, Woodland Hills, Phoenix
- Expertise
 - Deep
 - 5th largest accounting firm in California
 - 43 partners
 - 360+ professionals
 - 5 offices

Industries We Support

- Aerospace & defense
- Agribusiness
- Apparel
- Automotive & dealer services
- Communications & media
- Construction
- Electric utilities
- Financial services
- Food & beverages
- Forest products
- Government
- Health care
- Higher education
- Hospitality
- Life sciences
- Hospital clients
- Clients all over the world
- It's all about the industries that you work with

Our Clients

- GlamGlow, Hollywood California
- West
- Patagonia ← Audit
 - 180 Degrees South (movie)
- University of San Diego
- Sambazon
- Suja
- Fox
- Kyocera
- Arctic Zero
- National University

“Don’t Take the Last Donut!”

- Tax and Audit lines of service
- Preparation
 - Do a little more research
 - Have a few questions ready, so that you have more to talk about
- Share about different scenarios you might be in
 - Casual or professional networking
- Professionalism tips

You never have a second opportunity to make a first impression

- Introduce yourself to everyone with a smile
- Show enthusiasm
- Never be late
- Do research
- **Think before you respond**
- Project a professional appearance
- Follow-up - “be specific”
- The receptionist is there for a purpose
 - “Director of First Impressions”
 - They are the first to see our interactions/attitudes/demeanor
 - Treat everyone with respect
 - Be nice to people
 - Proper business etiquette
 - It pays off in the long run

Networking

- Not always like “Meet The Firms”, networking can even happen on an airplane ride
- It’s all about making connections and meeting people you would not have otherwise gotten the chance to meet
- It doesn’t have to be a formal “event” - networking can happen anywhere
- Before the Event
 - Preparation is key - obtain the guest list ahead of time and do your research

- Look for connections and business affiliations - alumni, family friend, previous internship, etc
- Have a couple of questions ready
 - Write down the answer
 - Can bring it up later during an interview to prove that you pay attention and have great attention to detail
- At the Event
 - Dress professionally and bring business cards
 - Be warm and approachable, and have a brief, clear, and engaging tagline
 - As a general rule, invest 3-5 minutes with each person
 - Elevator pitch, so you can introduce yourself and give the professional a quick summary of your resume
 - then converse
- After the Event
 - Make note on the business cards you have collected
 - Follow up (via email, personal note, etc.) with the people you met the next day or as soon as possible
 - Keep showing your face

Email Etiquette

- Use a direct, concise subject line and keep the email organized, short, and to the point
- Use a greeting and salutation (e.g. "good morning" and "best regards")
- Use proper grammar and spell check
 - No slang/acronyms; don't assume that the recipient understands them
 - Don't use an email username that is crude or distasteful
- Do not assume familiarity or make jokes - they often do not come across in emails
- Consider emails "public domain" - if you wouldn't say it out loud or display in Times Square, don't write it
 - Emails live forever, so be careful
- Respond to emails promptly
- A personal, handwritten note can be unique and impactful
- Some conversations are much better face-to-face or over the phone than through email or text message

Opportunities

- Make a great lasting impression, not just a great first impression

Summer Leadership Program

- Enhance your leadership skills and jump-start your career by attending
- March 2: deadline for dual application
 - Remember to also apply through their company's website
- CPA eligibility : December 2019 to August 2020
- Huntington beach (July 10-11)

Ignite scholarship

- \$2,500 towards education
- GPA: 3.0 or higher

- Major: accounting or related field
- Degree: pursuing Bachelor's degree
- March 16 deadline

Road Map to success

- Oregon region: July 9-10
- Washington region: June 12-13
- Central region: July 12-13
- Northern California region: July 9-10
- Southern California/Phoenix region: July 10-11

Questions: