Meeting Minutes
BDO
March 26, 2013

Speakers:
1. Allen York - Associate (started with the firm last November; was also the SAS president about 2 semesters ago) – ayork@bdo.com
2. Hubert Huynh – Tax Associate – hhuynh@bdo.com
3. Samuel Picarro – Senior Associate for Assurance – spicarro@bdo.com
4. Steven Schmidt – Assurance Manager, CPA – sschmidt@bdo.com

About BDO
- Fifth largest firm globally, mid-tier firm nationally
- BDO = Binder, Dijker & Otte
- Orange County office is located in Costa Mesa
- Global Office: Brussels, Belgium
- 35 years of service
- Founded in 1963-international organization
- Total Partners: over 5,000
- BDO USA –
  - Over 100 years of service
    - Founded as Seidman & Seidman in New York in Oct 1910
    - US Member Firm of 800 International
  - National and Local Resources
    - Serve clients through more than 40 offices and over 400 independent alliance firm locations nationwide
  - Accounting – 60%
  - Tax – 29%
  - Consulting, other – 11%
  - Total Partners -267
  - Total Professional personnel : 2,186
  - Number of Offices: 40+ BDO USA offices
- National Office is located in Chicago
• BDO Client Service Philosophy – Best of Both Worlds
  o Partnership of Diverse Experience
    ▪ Integrated service coordination globally and domestically
  o Right Size
    ▪ Streamlined, accessible organizational structure without hierarchy inherent in larger firms
  o Proactive Communication and Service
    ▪ Open and candid communication with service teams
    ▪ Hands-on, attentive and accessible client service teams
    ▪ Swift resolution of technical issues or questions

• Services and Capabilities – Core Service Areas
  o Assurance
  o Tax
  o BDO Affiliates
  o BDO Consulting
    ▪ Ex: Business Restructuring services, Litigation and Dispute Resolution

• Service Capabilities – BDO’s Industry Expertise
  o Public and Private - $100 million - $2 billion
    ▪ Construction, Financial Institutions and Specialty Finance
    ▪ Gaming, hospitality and leisure
    ▪ Government, Healthcare

• SEC Experience
  o More than 285 domestic, publicly traded firms
  o More than 100 international public traded entities
  o A team of national professionals dedicated to compliance and education on SEC engagements
  o Major SEC clients:
    ▪ 3D Systems, Corp
    ▪ Abovenet, Inc.
    ▪ Amerco (U-Haul)
    ▪ Amtrust Fin Services and Subs
    ▪ Dril-Cuip, Inc.
    ▪ Forest Laboratories
    ▪ Gamestop Corp
    ▪ Healthcare Realty Trust
    ▪ Henry Schein, Inc.
    ▪ MasTec, Inc.
    ▪ MedAssets Inc.
- National Health Investors, Inc.
- Nuance Communications

- Our Culture
  - Entrepreneurial, hands-on, collaborative environment
  - Advanced technology
  - Excellent partner-to-staff ratio
  - Personal attention
  - Open door policy
  - Personalized career advancement
  - BDO news- online BDO news
  - Personalized career advancement
  - Training and development
  - BDO Flex: Work-Life Fit
  - Women’s initiative
  - BDO Counts, BDO L.I.F.E., BDO Green
  - BDO Women’s Initiative
  - CPA benefits
  - Professional certifications
  - Friendly, welcoming people (Really!!)

- Critical Thinking: Think about a time when you sat in on a meeting a presentation, or a class and the person leading the session was really effective in delivering the message,
  - What were the characteristics that made this presenter so effective?
  - Think of the characteristics that you noticed about this presenter.
  - Be ready to share a few of them in a moment!
    - Ex: The passion of professors for what they teach
    - What you don’t like: Professors staying in one spot and just reading off the slides

- What is Communication?
  - It is the act of sending and receiving messages, usually between 2 or more people within some sort of context
  - Resumes are great, but if you can’t communicate, especially for audit, then it’s like a death sentence for you. You probably won’t get the audit job.
  - 70% of communication is nonverbal
  - BDO wants you to leave here with the information on communication skills necessary to help you become an effective communicator who presents an image of confidence, competence, and enthusiasm.
  - Enhancing Communication
- Allows leaders to do the following: Clarify expectations, build healthier relationships, increase productivity, manage conflict more effectively, increase morale, bridge the generations at work
  - The more relationships you have, the better
  - If you are feeling down, that can be contagious and can make others around you feel down as well.

- Sending messages through words
  - Can be in person, over the phone, through email, by voicemail, over fax machines, via video conferencing, through memoranda, in letters

- Non-verbal communication
  - Tone, eye contact, posture, other body language, comfort zone, gestures, facial expression
  - DON’T BE AFRAID TO WALK UP TO PEOPLE and talk to professionals at career fairs or other recruitment events
  - Tip: don’t just talk about accounting. Feel free to talk about your hobbies, what that person likes to do, etc.
  - Reading other people’s body language. If you don’t pick up on it, it can go against you. Practice reading other’s body language.
  - Facial expressions – even if you are shocked about something, it is best to show a fake smile. If not, then the person on the other side can know that you didn’t like it and it will go against you.
  - TIP: the best thing to do is smile. Smiling can go a long way.
  - Eye Contact is Key! The other person can get uncomfortable if you don’t make eye contact much.
  - Based on that 5-10 min discussion, they can make a snap judgment about you and can be a deal breaker regarding whether you get an interview with them or not.

- Package of Signals
  - 93% of how the recipient interprets the total meaning of a message conveyed using face-to-face communication is non-verbal.
    - Non-verbal communication makes up 55%
    - Tone of voice contributes 38%
    - Actual spoken words is only 7%
    - It’s not just about what you say, but also HOW you say it.

- Content & Relationship Dimensions
  - Communication has both content and relationship dimensions
  - What you actually speak or write is the content
  - You may interact with mostly an associate or a senior associate
• The relationship refers to the role that the communicator plays with respect to the recipient.
  
  o Topics to avoid: politics, religion
  
  o Irreversible! Once it’s out there, it’s out there. So be careful and think before you say. Is what I am going to say appropriate for the occasion and situation that I am in?
    • Communication is irreversible
      • Foot-in-mouth – (ex: BDO was talking to a potential hire and had lunch with him until he started making semi-racial remarks that caught the BDO recruiters off guard and gave them triggered a red flag about this individual, so they decided not to hire him after all)
      • What is said has been said, and probably will not be forgotten
      • Be clear with your requests
      • Slip-up in recruiting
  
  o Process of Adjustment
    • You need to constantly adjust the method or style of you communication based on such factors such as message, context, and audience.
      • Leaders must be able to communicate effectively with members of each generation (Traditionalist, Baby Boomers, Generation X, and Millennials)
    • Work style, Management Style, Motto, Loyalty, Career Outlook, Tools, Preferred Communication Method
  
  o TIP: TIDY UP YOUR FACEBOOK- set it to private so that firms can’t see it.
    • Separate your work and/or business life to personal life
  
  o Inevitable
    • You cannot NOT communicate
      • You are always communicating and People are always “reading” you
  
  o The Influence of your self-perceptions
    • Be Self-Confident
      • Who you are and how you see yourself impacts your communication
      • How you perceive your communication skills or your role in the organization will influence your style of communication
      • Your attitude, whether positive or negative influences your communication and is apparent as you communicate with others

• Q&A
Do you have any tips in regards to appearances?

- It is important not to be under-dressed
- Guys - suit and tie
- Girls – wear business casual
- Ex: Don’t go in surf fashion at an accounting recruitment
- If you want to be safe, dress conservatively