Meeting Minutes
PricewaterhouseCoopers (PWC)
February 26, 2013

Agenda: Intro, PWC Overview, Step up to Stand out, What Is your brand color?

Speakers:
- Cherisse Lausier – Recruiting/ HR Manager
- Jaime Meyers – Manager, Assurance (SDSU alumni)
  - Was promoted to manager last year
- Cameron Davis – Associate, Assurance
  - Went to SDSU, did an internship, and started full-time with PWC for about 1.5 years now
- Nikki Anderson – Associate, Assurance
  - Completed the B-mac program at SDSU
  - Started with PWC last year
- Ashley Lasher- Campus recruiter
  - UCSD alumni
  - Joined PWC last April
  - 2012- became part of the National advance team
  - This January, joined the SD campus recruiting team
- Shelly McGuire – Partner, Tax

Who we are
- 5 offices
  - LA, Orange County, Las Vegas, SD, Phoenix
- 164 partners
- Audit 29% of the FT 1000 companies – more than any other Big 4
- 1,037 Partner, Principles, and Staff
- The largest firm of the Big 4 – “World’s Biggest Firm”

A day in the Life of an Associate
- Spent a lot of his time communicating with a client, support teams
- Have lunch together as a team

What’s Your Brand Color?
• Color can:
  • Evoke emotion (e.g. red can evoke hunger, purple can evoke activity)
    o Firms may use colors in their advertisements
  • Create an association (e.g. natural vs. cultural)
  • Enhance memory – (e.g. orange reminds of the Grand Canyon)
  • Reinforce a brand
  • Video was shown

Color Meanings
• Red: Action, passion, power, courage, boldness, determination, desire
• Orange: Determination, encouragement, strength, productivity competition, potency
• Yellow: Optimism, positively, energy, joy, warmth, creativity, vision
• Green: Environment, calmness, growth youth, luck, rebirth
• Blue: Trust, reliability, integrity, confidence, authority, wisdom
• Purple: ambition, magic, dignity, luxury, spirituality, inspiration
• Played a color game:
  o Part 1: Go to a part of the room with a color that closely matches your character based on the attributes above. Then explain which words/attributes made you choose this color?
  o Part 2: In 2 minutes, create a flipchart list of all companies that have your brand color in their logo or in their name.
  o Show your true colors through...
    ▪ Personal Affects (Wardrobe accessories, technology accessories)
    ▪ Career marketing tools:
      • Resumes and Bios (accent Color)
      • Cover Letters (Envelope)
      • Thank You Cards
    ▪ Social Media Space:
      • Facebook Page
      • YouTube background
      • Webpage background or header
      • Twitter background
      • Video interview background
      • Headshot background

Questions & Answers
• You should choose the color that is important to you and one that makes you comfortable/confident
• Cover Letters – the words you choose matters!

Recruiting Process
- Elevate – 2 days program in the summer (deadline has passed)
  - If you speak to Ashley, she might be able to make some adjustments to let you apply even though deadline has passed already
  - Program is designed for those who have 1 summer left before you graduate
  - It is a client service internship
- Launch – for those who receive a full-time offer
  - Sends all interns to Disney World
  - It is a great experience
  - Just interns and partners
- Challenge – Case challenge, opportunity to engage in a professional environment
- Fall Recruiting
  - Check out [www.pwc.com/campus](http://www.pwc.com/campus) for opportunities