Meeting Minutes  
Lindsay and Brownell, LLP.  
February 17, 2015

Presenter:  
Lindsay and Brownell, LLP.

Presentation & Notes:  
Professional Etiquette and Business Writing

Recruiting Events
- Chance to show your social side to the firm  
  ○ they selected you based on your resume, meeting them is a test to see if you are socially fit for the firm  
- Develop a conversation  
  ○ don’t read from a script  
- Be respectful of the professional’s time  
  ○ keep in mind that other people need to talk to the professionals  
  ○ keep in mind that you want to get to know as many professionals as possible  
    ■ try to talk to all of the firm’s professionals at the events  
    ■ try to talk to all employees of the firms- not just the partner  
  ○ do not arrive to an event unreasonably early  
    ■ arriving ~10 minutes early is appropriate  
  ○ do not stick around after the event is over  
- Dress appropriately  
  ○ be aware of the dress code for that specific event  
  ○ do not overdress - it expresses that you may lack confidence  
  ○ do not underdress - it expresses that you are not prepared  
- Follow up with professionals  
  ○ get a business card from the professionals you spoke with and follow up with them with a thank you  
    ■ in the email, mentioned what you spoke about so that the professional is more likely to remember you  
    ■ email within 1 day of meeting the professional

Emails to professionals
- keep it short and simple
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- warning - if you copy and paste your email from MS word the formatting might get messed up
  - type directly in the email
- emails that you send are most likely forwarded to the recruiting director
  - if sending to multiple professionals within the same firm, ensure that each email is somewhat unique
  - make sure email has clear subject line

Cover Letter
- communicate who you are, what position you are applying for, why you are interested, why you are a good fit and what value you can add
  - express any red flags - reason for low GPA
- avoid lists and bullets
- proofread
- do not use a cookie cutter cover letter - make it unique

Resume
- keep it to 1 page
- make sure content is accurate
  - accurate & appropriate objective
  - Possible headings - education, experience, leadership and activities, skills

Q&A
- At networking events, keep the conversation going with the professional
  - you can spark a conversation by connecting on something other than personal
  - be yourself! being nervous is okay
  - bring enthusiasm and keep the conversation flowing
- If absolutely necessary, your resume can be two pages
  - as college students, it is typically difficult to make a sufficient two page resume
- If you do not have a lot of accounting experience on your resume, get involved with student organizations and put that on your resume
  - leadership roles are key! shows that you have teamwork skills