Presenters:
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Presentation & Notes:

About Us
- One of the largest individual firms in the United States
- Over 27 offices
  - Concentrated in the North East and West Coast
- Named “Best Place to Work” in New Jersey, Maryland and California

Environment
- Work Life Balance
  - 37.5 hour standard work week
  - Flex hours available in the summer
  - Little travel outside of San Diego
  - Flex Work arrangements
    - Work from home
- Training and Development
  - Minimum of 40 hours CPE annually
  - Regional training
  - CPA required to move to manager position
  - Professional Women’s Development
- Office Culture
  - Supportive staff
  - Open door policy
- Industry Specialties
  - Life Science, Real Estate, Not-For-Profit, Manufacturing… many more
  - Associates get to work on many if not all industries
- Social Committee Events
  - Go Kart
  - In-office mini golf
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○ Wine tastings

● Social Impact
  ○ Crohn Disease Colitis Walk-A-thon
  ○ Junior Achievement
  ○ Office Olympics

Recruiting
● Pursuing a BS/MS in Accounting
● Commitment to Public Accounting
● Minimum GPA of 3.0

Professional Communication
● Where to Start
  ○ Figure out what type of communication is the best choice for your message
    ■ Face-to-face and phone conversations are best used when dealing with sensitive information
    ■ Emails are best used when there is large amounts of information
    ■ Hybrid approach
      ● Use email to get information across
      ● Face-to-face or phone conversation to gauge reaction

● Email Etiquette- What to do
  ○ Use positive language
  ○ Keep tone business like, yet conversational
  ○ Use descriptive subject lines
  ○ Include an action step
  ○ Anticipate any questions they may have
  ○ Answer swiftly (usually 24 hours)

● Email Etiquette- What to avoid
  ○ Don’t send an email when you’re angry
    ■ Write it, put it aside for at least one hour and reread before sending. Have someone else read it over when in doubt.
  ○ Language to avoid:
    ■ Negatives (you failed, you claimed…)
    ■ Impersonal/ legal sounding
    ■ Excessive technical jargon
    ■ Abbreviations/ emoticons
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- Sarcasm, inappropriate humor
- ALL CAPS

★ Double Check recipient's name.

- Face to Face Conversations
  - 3 Components of communication
    - Visual- 55% of Communication
      - Body language, facial expressions, clothing
    - Vocal- 38% of Communication
      - How you say something: tone, inflection, timing
    - Verbal- 7% of Communication
      - The words you are actually saying
  - Firms ask themselves “Can this person be the face of our company?”

- Making a good impression:
  - Convey Confidence
    - Stand tall, firm handshake, eye contact
  - Use your voice
    - Project your voice, speak with a steady pace, pause for emphasis
  - Dress the Part
  - Pronounce their name correctly
  - Focus on them

- Conversational Buffers
  - The ICEBREAKERS
    - Weather
    - Current Events
    - Sports
    - Food being served (if at event)
    - Attire

- Social Networking For Business (LinkedIn)
  - Do’s:
    - Reach out to people that you know
    - Consider your profile as a public declaration
    - Create a complete profile
    - Maintain a consistent presence
    - Respond to requests in a timely manner
    - Choose an email that you check regularly
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○ Don’ts:
  ■ Exaggerate expertise
  ■ Send blanket requests

● Situational Awareness
  ○ Location of conversation
    ■ Their office vs your office
  ○ Read their body language (especially important for audits)
    ● Arms crossed
    ● Leaning towards you and nodding along
  ○ Read their face
  ○ Did they just get out of a bad meeting?

● Conversation Pitfalls to Avoid
  ○ Inappropriate Topics
    ■ Politics, religion, -isms
  ○ Seem uninterested
  ○ Talk too much about yourself
  ○ Be arrogant

● Tips for Meet The Firms
  ○ Employers are more interested in who’s going to be a good fit
    ■ Resume gets you a foot in the door
    ■ Interviews show them your personality
      ● Make sure to ask questions
  ○ Research the firms
    ■ Gather 2 things that you are interested in and talk about them
  ○ Get professionals talking