Presenters:
Shannon Finley

Presentation & Notes:
Who is Roger CPA?

“The key to our 86% pass rate lies in the Roger Method™. The Roger Method™ uses dynamic, motivational lectures, paired with the best preparation materials in the industry. This innovative delivery was founded by our CEO and instructor, Roger Philipp, CPA. During his 20+ years of experience teaching all 4 parts of the CPA Exam, he has continuously perfected this method, helping over 80,000 students pass the CPA Exam. He is known for cutting out the fat, and focusing our students only on the information relevant to the exam.”

- The above excerpt is from: http://www.rogercpareview.com/

What is Meet the Firms?
- Generally an informal reception with beverages and appetizers where students are able to interact with potential employers
- Tip: bring lots of resumes, be sure to network – don’t just eat the food!

When should you attend?
- As early as possible – want to start building your network immediately
- Practice – start with firms you aren’t very interested in to calm your nerves
- Recognition – want exposure to the Firms so they will recognize you the 2nd time around

What are employers evaluating?
- Your poise and confidence – good posture
- Your leadership skills – looking for someone that can be a manager
- Your communication skills – looking for someone they can spend 40-60 hrs a week with, who will be out there with the clients, can bring a client in and carry a good conversation

Preparation before Attending
- Take time to research the firms
  - Get a list of all firms in attendance & do your research
  - Spend time on their website – how big are the offices, locations, & specialties
  - Shows you took initiative and spent time researching them
    - Conversation will differentiate you – get their card & write what you talked about on the back (do not let them see)
- Assess your strengths and weaknesses
  - You must know what your skills are so you can incorporate them into the conversation
  - Relate strengths & skills to Firm’s culture
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- Include highest GPA in your Resume (overall or major)
  - Weakness may be GPA, if so, explain why when/if asked
- Talk to students who have attended
- Contact the Firms you met last year to refresh/rekindle the relationship
- Dress for success
  - Need to dress as professional as you can – be appropriate while dressing
    - Jackets: for men & women
    - Shirt/blouse: don’t be afraid of color – will draw their eye/make an impression
    - Skirts/dresses: women may wear with a jacket (want a long hem line)
    - Shoes/heels: (M) shiny black shoes & (W) no club attire heals – inappropriate
      - Make sure they are broken in – don’t want sores your feet
    - *Women: bend over in the mirror to what you’re showing – be “conservative”
      - Not too many bracelets (don’t want them rattling)
      - Nice, subdued make-up
      - Presentable hair – don’t want it to cover your nametag

Back Pocket Basics
- Eye contact & shaking hands – have a nice, flat, firm handshake
  - Sweaty hands: grab a cup of water and put it in your sweaty hand so they think it’s condensation
- Preparation – look at them in the eyes (don’t eye the “goodies” on their table)
- Right side name tag – extension of handshake puts your nametag forward, the eye follows
- Socializing & confidence – good chance to speak in a more relaxed setting (can’t hire on then)
- Appearance & hygiene – make sure you brush your teeth and are well-groomed

Do your research!
- Basics on event etiquette
- Basics on company
- Deeper research for firms of interest (10K)

Think about your end goal
- Short term goals – need to get the bills paid
- Long term goals – don’t just say you want a job, call it your “Career”
- Personal – Government job
- Professional – CPA Firm

Resume (living document – always keep it current & suggest inputting an objective)
- Form a snapshot
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- Accounting experience
  - Include leadership roles and clubs
- Resume pre-planning
  - Attract the job you want
  - Outline your thoughts and ideas for job desired
  - Review resume guides online

Make a good first impression
- Good handshake (flat & firm)
- Eye contact
- Good posture (very important)
- Folder placement (want to hold it on your left side – much more open & confident)

Behavior during Meet the Firms
- Get off to a good start – be prepared (preparation starts at least 48 hours in advance)
- Go with a friend or meet there – group of two is good, three is a bit much
- Treat it as a learning experience – guaranteed to have awkward moments, shake it off, move on
- Arrive on time – get there early so you aren’t stressed
- Bring copies of your resume – lots of extra physical copies for professionals
  - “It was really great meeting you, may I leave a resume with you”
    - Hint: it’s a good thing if they’re writing on the back of your Resume (notes)
- Strategize your targets – start with least important and work your way up (good practice)
- Relax – (relax, relax) you’ll be okay

Conversation process
- Begin the conversation – introduce yourself, shake hands, & say “it’s nice to meet you”
  - Ask if they’re Alumni – don’t ask when they graduated – focus on your similarities
- Ask questions – don’t ask about salary, vacation time, etc.
  - If blanking, ask them about their CPA review course
  - Don’t be nervous, you’re there to ask questions & find out about Firms
- Listen carefully – eye contact will allow you to pay attention & listen
- Avoid negative topics – they’ll think that you may speak badly about them, if employed
- End with an open door
- Collect a business card
- Follow up promptly

After Meet the Firms
- Thank you letter is a MUST – very competitive profession & writing a note differentiates you
- Reinforce your interest in the job
View as a follow-up “sales” letter
- Follow up promptly – don’t get past that week period

In conclusion
- Believe in yourself
- Set up a great network
- Practice makes perfect
- Success through “who you know” as well as “what you know”

CPA Exam Review with Roger [VIDEO]
- 4 parts of the exam
- Email Michael Nakamura at sasvreporting.sdsu@gmail.com for a RogerCPA Review folder

Question & Answer:
Q: What if we’ve been in the field for a long time now and our objective is clear & obvious?
A: “Make it sparkle” and show off your writing skill; elaborate even if you think it’s clear

Q: What should we put as our expected graduation date if planning on attending graduate school?
A: Go ahead and put it in (undergrad graduate date)

Q: Do different/unconventional formats work?
A: No, we want a straight forward, basic Resume – I add “references upon request”

Q: Is it “weird” to speak to Firms who are situated next to each other about the same thing?
A: No, you are there to ask questions and to find out about the Firms; too many people to notice.

Q: When writing a physical letter, who should we address it to?
A: “I would address it to the person you made the connection with;” business card will have address