



SDSU Student Accounting Society

Meeting Minutes: Cohn Reznick Networking and Making a Lasting Impression

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Presenters:

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- Recruiter for all california offices
- With Cohn Reznick for more than 5 years
- Started as a tax accountant

Presentation:

You never get a second chance to make a first impression:

Do's:

- Smile
- Be Confident
- Look Professional
- Express Body Language
- Know your story

Don't:

- Read of the screen
- "Wing it"
- Be afraid
- Interrupt
- Have a distracting background

Other tips and tricks:

- Body language still important even behind the computer screen
- Be natural and not scripted
- Apply the elements of an in-person interaction into a virtual setting
- Remember that everyone, including professionals, adjusted to a virtual setting
- Very important to be concise
- Make a lasting impression in a short amount of time
- Research a company especially firms you are interested in
- Always have a goal in mind before any virtual event or interview
- Good to have smaller goals as well

- Make the conversations you participate in relate or be about your goals
- Ask yourself questions for self-reflection
- Ex: what brought you down this career path
- Know your journey
- Think of your prior experiences
- Be self aware of your strength, uniqueness and who you are
- Understand the role you are applying for
- Reading the job description
- Identify 3 traits in the job description that make a candidate successful in the role you're applying for
- Relate your journey and experiences to the traits you identified
- Don't have to be the loudest person in the room
- Research the professional if possible

How to effectively initiate conversations with Professionals:

- Know your setting and how to steer the conversation based on the virtual event
- Introduce yourself and don't oversell yourself
- Be genuine
- Do your homework and research the company
- Be curious and ask engaging, focused, and specific questions
- Avoid asking vague, open ended questions
- Be confident
- Think about what makes you unique and apply it
- The more engaging and focused the question the more memorable it is
- Come up with a list of questions before an interview

Push yourself outside of your comfort zone and practice now:

- Virtual Meet the Firms
- Virtual Coffee Chats
- Virtual Interviews
 1. One way recorded interviews
 2. Live Virtual Interviews
- Virtual Recruiting Events
- Continue to push yourself
- Reach out to professionals you are most comfortable with
- Just Do It

Firm Overview:

- 12th largest Accounting Firm
- 2,700 employees
- In 25 cities
- Over \$640 million in revenues
- One of the top firms in the U.S.
- Established in 1919

- Became Cohn Reznick LLP in 2012
- Notable initiatives:
 - WomenCAN established 2021
 - CohnReznick CARES established 2013
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- Introduced in the Cannabis Industry in 2018
- #9 in Vault's Top 50 Accounting Internships in 2021
- MLB Program established in 2018
- Have a large East Coast presence
- West Coast presence still growing

Local Officer Facts:

- Located in Del Mar
- 50 employees
- Industries: Renewable Energy, Life Sciences, Hospitality
- Emerging Industries: Cannabis
- Social Impact
- Social Committee
- Volunteer with: San Diego Food Bank, Crohn & Colitis, and Operation Gratitude

Social Committee Highlights:

- Cornhole Tournament
- Beer Tour Bus
- Padres Game
- Del Mar Race Track Opening Day
- Gulls Game
- Office Olympics
- Etc.

Questions: No Questions were asked