



# SDSU Student Accounting Society

## Meeting Minutes: [Moss Adams] [Firm Size Difference]

February 25, 2021

**Presenters:** Adam Schwab (Campus Recruiter), Laura Roos (Business Assurance Partner | SDSU Alumni), Eric Rochner (Tax Partner), Samara Shinsato (Assurance Staff), Matthew Dinsdale (BA Senior Manager | SDSU Alumni), Hernan P.

### Presentation:

- Eric- has been with the firm for 14 years, was with another big 4 firm for 16 years.
- Public Accounting Marketplace
  - Big 4 Firms
    - National Firms
      - Regional Firms
        - Local Firms
- Consideration when choosing firm size
  - Exposure with various industries
  - Exposure to fortune 5000 companies
  - Interaction to International business community
  - Responsiveness and firm flexibility
  - Technical depth
  - Work-life Balance
  - Economics and Career Advancements
  - Relocation and Transfer Options
  - Strong local or National presence
  - Advanced technology
  - Structured training
    - Moss Adams is honing into the middle market, really focusses, on small public companies.
    - Ability to be more flexible and adaptable with their clients. More responsiveness.
    - Being a national practice, Moss Adams is very flexible with their employees.
    - Spend a lot of time training their people, continued education is important

- Every firm and office has a unique culture, do they have similar values to you?
  
- Where does Moss Adams fit in all this?
  - Strong local Presence
  - Technical Depth
  - Responsive
  - Advanced Technology
  - Broad Client Exposure
  - Career Advancement
  - Focused Client Demographics
  
- About Moss Adams
  - Accounting
    - Assurance, Tax
  - Consulting
    - IT, Strategy & Operations, Transactions, Specialty
  - Wealth Management
    - Individual, Institutional
  
- Industry Focus
  - In San Diego
    - Apparel work, auto dealers, construction, hospitality
      - Focuses on what is popular in the area/city
  - Moss Adams works hard for its workers to touch an arrangement of industries, wants to know what they are interested in
  
- Business Resource Groups(Diversity and Inclusion)
  - Forum W: helping women in their career
  - Black: lots of work done during black history month
  - Pride
  - Latin X
  - Veterans
  - Asian
  
- All-In Recognition
  - Program
    - Get credit/give credit. Point system. And being able to put that credit towards an item
  
- Firm Recognition and Award
  - 100best Companies
  - Innovation in Women's Programming Award

- 100 Best adoption-Friendly workplaces
- Best Accounting Firms for Women
- Awards of Excellence
- Top companies for executive women
  
- Spring Recruiting Mapp 2021
  - Freshman or Sophomore Year(2 yrs before CPA eligibility)
  - Guide, Pilot, Steer Operational Internship(GPS)
  - Summer Leadership Programs(SLP)
  - Tax/Audit/Advisory Internship
    - Deadlines: Friday, February 26th, 2021
    - Intership: 2022: #2021
  
- How to Stand Out!
  - Come prepared
  - Have questions
  - Ask something about the firm that you cant find online
  - Find something you are passionate about and ask about that
  - Always continue with a follow-up email
  - Update LinkedIn
  
- Campus Ambassadors
  - Faith Goh & Lexi Schumacher; Incoming Interns 2021
    - Office hours Every Friday
    - February 5th-March 28th
    - 1:00pm-2:00pm

**Questions:**

- 100 employees per location, in regards to the culture, how has the size affected?
  - With the virtual aspect, trying to make sure people are not feeling left out. Trying to make effort towards reaching out and building those relationships.