

Attend the ASCPA Student Career Fair to Meet Firms

Fall 2018



DEADLINE TO SIGN UP IS NEAR!

Wednesday, September 19, 2018

4:00 p.m. – 6:00 p.m.

Arkansas Society of Certified Public Accountants

11300 Executive Center Drive

Little Rock, AR 72211

Students-You are invited!

Meet professionals from firms and companies hiring for internships and full-time positions at this free event! Join us at the Arkansas Society of CPAs Student Career Fair.

All post baccalaureate students and junior and senior level accounting majors at four-year public and private colleges and universities are eligible to attend. (There will be no limit to the number of students per school who may attend.) Attendance is free.

Bring plenty of copies of your resume to hand out to each of the firms in attendance and an additional copy for ASCPA staff upon check in.

Public accounting firms of all sizes, corporations, and state and federal governmental agencies who are seeking staff now or in the future for their various accounting departments are invited to attend.

Dress for this event is business casual attire. This means that suits are encouraged, but ties are not required. Attire that would be inappropriate in an office setting such as t-shirts, jeans, shorts, etc. will not be permitted. Beverages and light snacks will be available throughout the event.

Please register online by **SEPTEMBER 12, 2018.**

To Register:

<http://www.arcpa.org/Content/career-fair.aspx>

This will allow us to estimate the number expected to attend. All pre-registered attendees will receive printed name tags, and will be entered in drawings for CPA Exam study prizes.

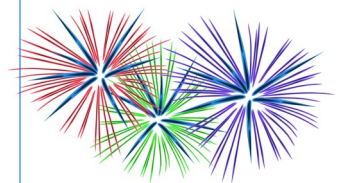
Two full scholarships for Wiley CPA Reviews (valued at \$1,850 each) will be awarded in a drawing at this event. Recipients must be present to win.

Don't miss this opportunity to meet with firms and companies to network and learn about possible career opportunities and internships!

For more information about this event, contact Robin Harris, Director of Public Relations and Communications, (501) 664-8739 or rharris@arcpa.org

"We really appreciate the continuance of the Career Fair. We have hired our newest employees from this event and have been very satisfied. Thanks again." - Anonymous

ASCPA Member at a growing CPA firm



Inside this issue:

ASCPA Student Career Fair	1
Networking Tips for Quiet People	2
CPA Review Courses	3
CPA Exam Booklet	3
Dual Student Memberships	3
Helpful Tips for Meet the Firms	4



Networking Tips For Quiet People

By Dawn Wotapka

If you're a more reserved person, you may feel like networking isn't for you. The thought of introducing yourself to strangers can be daunting. Networking can also seem artificial or forced.

But networking is a skill like any other, and there are many ways to improve your networking abilities, even if you're on the shy side. Changing your perception of networking can help. Don't think of it in terms of selling yourself or your employer, or as a way to meet the most people and collect the most business cards. Instead, view it as simply making connections to broaden your personal and professional reach via new friends, potential mentors, and future employers.

Here are other ways shy people can make networking effective:

Practice.

If networking isn't a strong area for you, start sharpening the skill now. Start with body language, which says far more than words can. "Be careful of body language from start to finish in conversations," said David Almonte, CPA, an audit manager with DiSanto, Priest & Co., an accounting firm based in Warwick, Rhode Island.

Work on eye contact. Too much can make the other person feel stared down, but too little can make you appear nervous or dishonest. Keep your back straight. Don't cross your arms because that may lead others to perceive you as unapproachable.

You don't have to be at a networking event to perfect your conversations. "There is no better place to practice small talk than at a family outing with family and friends," Almonte pointed out.

Realize that others are nervous about it as well.

The other person is probably just as uncomfortable as you are and will probably appreciate and respect you for initiating the conversation," said Denny Faurote, CPA (inactive), founder of the Faurote Group, an Indianapolis-based professional training and coaching firm.

Have go-to questions.

Think about what you'll say in advance. It's OK to enter events with go-to statements you rely on multiple times. An easy starter is to introduce yourself and state where you work. Then ask the other person for the same information. "People love to talk about themselves," said Kristen Rampe, CPA, principal of Kristen Rampe Consulting, a leadership development and coaching firm.

Ask why people are at the event or how they chose their line of work, Faurote said, adding that personal phones should be put away during discussions. If you're at a conference, ask people what session they attended last and what they thought of it.

Avoid sensitive topics.

Most people know to skip religion and politics because those discussions can easily become heated. But also steer clear of bad-mouthing your employer or anyone else because it looks unprofessional.

Don't go into high-pressure mode to score a deal. "Nothing turns me off more at a networking event than pushy sales-type people," Almonte said. "I love networking events that elicit building relationships versus building sales."

Be early.

Walking into a crowded room can be intimidating, so Almonte tries to arrive at his events early. You can use this chance to scope out the room. "By being one of

the first people in the room, the conversation comes to you as people arrive, versus the other way around," he said. Approaching groups can be stressful, so look for people standing alone.

Know when to end it.

The hardest part of networking may be knowing how to wrap up conversations. If you have one great discussion the entire time, that's fine. But if the other person answers with short answers or seems uninterested or if you run out of things to say, you can move to the next person. Rampe suggested looking at the other person's feet. "If their feet are pointed out of the conversation, it's a cue to wrap it up for both of you," she said.

Follow up. The ultimate goal of networking is to help each other in the future, so don't forget to follow up. Faurote carries notecards to jot down notes after the conversation is over. He also adds new connections to his Outlook contacts within 48 hours. It's acceptable to quickly offer a LinkedIn connection.

As the conversation winds down, tell people that you'd love to continue the discussion at another time. Ask for contact information and let them know you'll be in touch. "The most important tip here is to follow through on what you say," Almonte said. "If you say you will reach out to set up a meeting, do so in a timely manner."

Dawn Wotapka is a freelance writer based in Georgia. Source: June 11, 2018 CPA Insider.

ASCPA President and Staff

Chair

J. Michael Carroll

Executive Director / CEO and Peer Review Manager

Marsha A. Moffitt

Director of Finance and Technology

Zhengyu "Lee" Li

Director of Education

Stephanie Tanner

Director of Public Relations and Communications

Robin E. Harris

Director of Membership / Executive Assistant

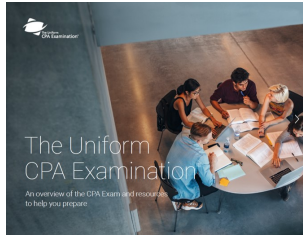
Lisa Little

Education Assistant

Cheryl Anderson

Looking for the Latest Information on the CPA Exam?

Need helpful information for your journey to completing requirements for the CPA Exam and licensure?



The CPA Exam booklet is a publication produced by the AICPA for students and candidates. The booklet highlights the benefits of licensure and the requirements and process to attain the CPA. It will provide you with valuable details about the Uniform CPA Examination®, including its structure and item types, scoring information, candidate tips, and helpful study resources such as the CPA Exam Blueprints. www.aicpa.org/becomeacpa/cpaexam/cpaexamintationbooklet.html

AICPA & ASCPA Student Membership

Become a member of the national level, and join your future profession at the local level. Get two steps closer to becoming part of the CPA Profession with just one application, for both the American Institute of CPAs and the Arkansas Society of CPAs. Any student of a college or university, who is enrolled either full-time or part-time, who is interested in accounting can join! Get everything you need to help you reach your professional goals with just one form!

www.ThisWaytoCPA.com/AR

Becker CPA Review

Arkansas Society of CPAs associate or student members can receive a discount on the Becker Professional CPA Review for the full 4-part review course. Save \$300 off of the full 4-part review of either Live, Online, or CD-Rom self study review course format. Becker CPA Review classes correspond with the exam testing windows that you select.



For more information on this member service, ASCPA members should click on the Becker icon in the Student Lounge section of the ASCPA website: www.arcpa.org or call Becker toll-free at (800) 868-3900.

Surgent CPA Review

Surgent CPA Review can help students prepare for the CPA Exam-during or after their undergraduate or graduate education. The 100% online course utilizes a state-of-the-art adaptive learning platform that shortens study time and improves retention allowing students to prepare and pass faster! Enrollment includes access to the online system and its 350+ lectures, a test bank of more than 6,800 multiple-choice questions, 295 simulations, textbooks, customized study guides, complete practice exams, and a study planner.



ASCPA members receive a 10% discount on the full course or individual course. Contact Surgent at 800-778-7436 or cpareview@surgent.com to place your order or visit www.surgentcpareview.com and enter discount code **ASCPA** at checkout to receive your discount automatically.

Wiley CPA Review

As an ASCPA member, you are entitled to a 20% discount on all Wiley CPAexcel products, including the popular Wiley CPAexcel Platinum Course featuring Bite-sized Lessons and 12,000 AICPA CPA Exam practice questions.



To redeem the 20% discount, visit www.wileycpaexcel.com or call 888-884-5669 to order. Enter code ASCPA at checkout.

Roger CPA Review

Roger CPA Review is a team dedicated to helping students successfully prepare for the CPA Exam with the industry's most Efficient, Effective and Enjoyable eLearning system. ASCPA members qualify for exclusive savings of up to \$434 from Roger CPA Review!



Receive 15% off all Courses and Products, from full service Course Packages, study tools such as Flashcards, Audio Lectures, and more! Simple, no-fee financing options available. For more information call 877-764-4272 or contact Toni Williams at twilliams@rogercpareview.com

CPA Review Courses

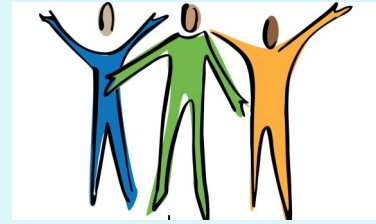


Become A Student Member Today!

Arkansas Society of Certified Public Accountants American Institute of CPAs

Dual membership with the Arkansas Society of CPAs and the AICPA connects you with the two essential organizations established to support you on your journey to becoming a successful CPA — from college, to the CPA Exam, and beyond. Sign up for membership in both in one application.

Join for free! Complete the Application Online: <https://thiswaytocpa.com/program/AR>



Helpful Tips for a Successful Meet the Firms Event

What to wear

Dress professional. Men should wear a suit with a conservative-colored tie and dress shoes. Women should wear a suit with conservative-colored blouse and dress shoes (heels should be no longer than three inches), and minimal accessories.

What to bring

- Resume
- A folder or portfolio to hold copies of your resume

How to prepare

Do your research in advance. It is important to research the companies and firms that will be in attendance before the event. A Google search of "Firm Name + Careers" will give you great insight into what the company does, what they are seeking in a candidate, and what their corporate culture is like. Doing research will help you prepare for conversation with the recruiters. Do your research so you know which are the large and which are the small firms!). Do your research to find out where *Firm Name* has locations)

Good questions to ask

Ask open ended questions that begin with the word "what" or "how." These types of questions create conversation. If you ask a person "Do you like your job?" they will say "yes" or "no" and the conversation ends there. If you ask a person "What do you like about your job?" it opens up a friendly conversation.

- What is a typical day like for a new associate at *Firm Name*?
- What is the best part about your job?
- What are some challenges that entry level associates encounter?

- What are some of the benefits of working for a large/small firm?

Be prepared to answer questions. Some questions that you should be prepared to answer are:

- Why you are interested in *Firm Name*? (Again, do your research prior to the event!)
- Why did you choose to study accounting?
- Which field of accounting do you want to pursue? Tax, Audit, Advisory, etc.?
- Your preferred location (pick a city or location you want to live in after you graduate.
- What accounting coursework have you completed?
- Do you plan to pursue your CPA license? What is your plan? How will you meet the educational requirements and one-year experience requirement? Review these before the event. You may need to take extra accounting or other classes after you graduate! Consider graduate school, other educational programs, or even community college.

Prepare in advance

- Make a list of your goals and accomplishments, memorize it. These can be your leadership roles, your academic successes and awards, your job aspirations and skills (Any job experience is ok! Worked in fast food? Well then you must have great customer service skills).
- 2-3 questions to ask the firms and companies
- Practice out loud!!! In the mirror or to a friend. Practice your handshake, making eye contact, introducing yourself, speaking about yourself, and your questions for the recruiters. Practicing out loud will boost your confidence.

Do Not

- Call an accounting firm a "company." Consulting and accounting companies are called firms. Life Technologies is a company. Deloitte is a firm. (Do your research!)
- Ask recruiters about confidential financial details about their firm or their clients. Instead, keep the conversation light and friendly.
- Ask about salary. Leave that discussion for when they offer you a job. You can find salary info. on your own at salary.com.
- Talk about yourself too much. Show you are interested in them and their company or firm by asking them questions.
- Hang out at the snack table. Spend more time networking and eat afterward.
- Be afraid! Prepare yourself by practicing, smile when you meet people, and have confidence in yourself. If you are nervous, start out small: talk to non-recruiters like Becker Professional Education, or State Board representatives, etc. Many firms will bring along a junior staff member closer to your age. Start a conversation with them, then move over to speak with the senior person.

After the event

Send a thank you note to employers you had a good connection with and who gave you a business card. You may ask for their business card, politely, after you have a good conversation with them. A good way to ask is: "It was great to meet you and learn more about *Firm Name*. I would like to follow up with you. May I have your business card?"

This article was adapted from information by Christina Martinez, UCSD RADY Academic Advisor.



Arkansas Society of CPAs

11300 Executive Center Drive
Little Rock, Arkansas 72211
501.664.8739
800.482.8739 in Arkansas
Fax: 501.664.8320
Email: rharris@arcpa.org

Visit us on the web!

www.arcpa.org