THE ULTIMATE GUIDE TO BECOMING A CPA

ADVENTURE

AWAITS

YOUR JOURNEY BEGINS HERE.

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OSCPA
Oklahoma Society of CPAs
www.oscpa.com

A NOTE ABOUT YOUR FUTURE...

Welcome!

Your journey to becoming a CPA has officially begun. Not only will the OSCPA walk you through every step, we'll also give you all of the tips you need to gain a professional edge.

The OSCPA's Ultimate Guide to Becoming a CPA is your one-stop shop for CPA Exam advice, career resources and instructions to succeed in the profession. With this roadmap, you'll be able to smoothly navigate through the CPA certification process, delve deeper into the accounting profession and make important professional contacts along the way.

This guide is just one of the many resources your OSCPA membership has to offer. We encourage you to explore www.oscpa.com and take advantage of each available benefit. After all, you won't want to miss the opportunity to cash in on OSCPA scholarships, access the OSCPA Career Center and participate in our student events throughout the year.

Feeling overwhelmed? No need to sweat! The OSCPA and its network of more than 6,000 CPAs are here to lead you along the way. If you have questions, contact membership@oscpa.com and we'll point you in the right direction.

We wish you the best of luck and hope you'll reach out if there is anything we can do to help!

Sincerely,

Blaine M. Peterson, CPA, JD
OSCPA President and CEO

WHERE WOULD YOU LIKE TO GO?

WHAT IS A CPA? *CPA CAREERS*

A CPA is a certified public accountant, but what does that mean? Read about the various places where CPAs work and you'll discover the many opportunities the accounting profession and CPA designation offers you!

Tax & Financial Planning

CPAs help businesses and individuals by recommending savings, investment and tax options. These CPAs also help with international business laws and transactions.

Business & Industry

CPAs working inside companies manage financial records, develop business strategies and secure financing for major projects. CPAs are a critical part of a company's management team, often overseeing the finances of the entire company and its profits.

Forensic Accounting

CPAs in forensic accounting track down fraud, white-collar business crime and insider trading. Through their information-gathering and accounting background, CPAs assist in determining an individual's guilt or innocence.

Information Technology & Consulting

CPAs help many businesses design and implement their computer systems, software applications and network security. They may also give advice on issues affecting employees, such as retirement plans – or issues that affect the company, such as purchasing a new building or property.

Education

CPAs prepare the next generation of accountants at the high school and college levels. They use their knowledge of the accounting profession to teach basic accounting, auditing and taxation.

Government

CPAs manage governmental finance, examine individual and corporate tax returns, investigate fraud and evaluate the use of tax dollars for government programs. CPAs in government can work for the Internal Revenue Service (IRS), the FBI or any number of public agencies.

Public Accounting

CPAs in public accounting review the financial records of companies for accuracy and accountability. Companies that are publicly traded on the stock market must have their records approved and certified by a CPA every year.

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www.oscpa.com

CPA EXAM ROADMAP

Preparing for the CPA Exam?
Good! You came to the right place.

Let us help you navigate
the process and avoid pitfalls.

YOUR 4-STEP GUIDE TO BECOMING A CPA

Step 1:
Fulfill Education Requirements

Step 2:
Submit Qualification Application for Eligibility to the OAB

Step 3:
Pass All Four Sections of the CPA Exam

Step 4:
Apply for CPA Certification and Become Certified

WE'VE BUILT YOUR ITINERARY, NOW LET'S GET GOING...

Don't forget to study using a CPA Exam review course!

Discounts are available through your OSCPA Membership.

FIRST STOP: EDUCATION

GEAR CHECK!

Before submitting your qualification application with the Oklahoma Accountancy Board (OAB), make sure you have completed each of the following items on the eligibility checklist:

- [ ] A minimum of **150 semester hours** of college education including a baccalaureate or higher degree, also including:
    - [ ] A minimum of **76 semester hours** of upper-level division course credit
    - [ ] A minimum of **30 semester hours** of accounting course credits above principles of accounting or introductory accounting, including at least one course in auditing or assurance. The auditing or assurance course must have a concentration on external auditing standards including but not limited to Statements on Auditing Standards (SAS). **Internal Auditing does not meet this requirement.**
    - [ ] A minimum of **nine semester hours** of upper-level division-related course credit in any or the subjects of economics, statistics, finance, business management, marketing, business law, business communication, risk management, insurance, financial information systems or computer science.
- [ ] Must be an **Oklahoma resident** prior to and at the time of submitting the qualification application. Former or future residence in the state of Oklahoma is not considered.
- [ ] The degree and all credit hours needed to qualify are posted to your **official transcript**.

- Electronic transcripts must be sent directly from the university to the OAB examination coordinator.
- Western Governor's University transcripts must be submitted with a detailed breakdown of competency units from the university.
- Graduate-level financial accounting and managerial accounting equivalent to undergraduate principles of accounting do not count toward the required 30 semester hours of accounting.
- If you attended more than one college, you must submit an official transcript from each college.
- College credit earned outside the United States must be evaluated by an approved evaluation service. The OAB website contains a list of approved evaluation services on the Foreign Education Information page.
- Credit for CPA Exam review courses may be counted for credit toward eligibility only if reflected on an official transcript.

SECOND STOP: SUBMIT AN APPLICATION

LIGHT THAT FIRE!

Congrats! Now that you've completed all of the items on the Oklahoma Accountancy Board (OAB) eligibility checklist, it's time to begin your qualification application. Here's what you need to know:

ARE YOU ELIGIBLE?

- All educational requirements must be met at the time the application is filed with the OAB. The OAB cannot waive any eligibility requirements.
- Applicants must show proof of Oklahoma residency. Former or future residence in the state of Oklahoma is not considered.
- Citizenship is not required as long as the applicant is legally residing in the United States.
- All applicants submitting a qualification application must also submit a notarized affidavit showing proof of lawful residence in the United States (this form is inside the application).

WHAT DO YOU NEED TO SUBMIT?

- [ ] Qualification application
- [ ] Academic transcripts
- [ ] Qualification fees ($65)

WHAT'S NEXT?

You will receive an emailed letter if the qualification application has been approved or denied.

If approved, your emailed letter will include information regarding the CPA Exam process. Be sure to read all of the information provided!

WHAT ARE THE FEES FOR?

Qualification fees:
A $50 nonrefundable application fee is required with the qualification application. If your application is approved, you will be required to submit a candidate for examination application and pay the appropriate fees.

Criminal history search:
The OAB will perform a criminal history background search. You are responsible for the $15 fee to cover the background check.

How to pay:
Please make a check or money order for $65 payable to the OAB.

OAB = Oklahoma Accountancy Board

Find them here:
www.ok.gov/oab

THIRD STOP: EXAM TIME!

HIKE LIKE YOU MEAN IT

So your qualification application was accepted—congratulations! You're now considered an exam candidate, which means you're ready to begin planning for and taking the CPA Exam. Don't worry; we can help you prepare.

THE CPA EXAM CONTAINS FOUR SECTIONS:

AUD	Auditing and Attestation
BEC	Business Environments and Concepts
FAR	Financial Accounting and Reporting
REG	Regulation

HOW DO I APPLY FOR THE CPA EXAM?

- You must submit a candidate application for examination when applying for individual sections.

  You can apply for a single section and multiple sections on one application.

- You must pay a $50 exam application fee, which can be paid by check, cash or money order (made out to NASBA).
- You must also pay for each section of the exam. Each section of the exam is currently $208.40. However, fees for the exam change periodically.

NASBA = National Association of State Boards of Accountancy

Find them here:
www.nasba.org

STUDY, STUDY, STUDY

- CPA Exam review courses keep you on track as you brush up on accounting knowledge and strengthen skills that will be tested. These courses also offer the extra encouragement and support needed to help you succeed.
- Explore the different CPA Exam review course discounts available through your OSCPA membership.

HERE'S HOW IT WORKS:

- NASBA will issue a Payment Coupon (PC) for the sections you selected on your exam application. The PC is valid for nine days.
- You must submit payment to NASBA in full for all sections selected on your exam application.
- Once your payment is received, NASBA will issue you a Notice to Schedule (NTS).
- Once NASBA issues the NTS, it is valid for 180 days. If you fail to schedule and sit for all exam sections on the NTS within the 180 days, you will forfeit fees paid and must reapply to sit for any exam section(s) not taken.
- As an exam candidate, you can sit for each section at any Prometric location, regardless of state. Oklahoma Prometric centers are located in Oklahoma City and Tulsa.
- Exams can only be taken during an open window, and there are four windows per year:

  January 1–March 10
  April 1–June 10
  July 1–September 10
  October 1–December 10

WHAT DOES THE EXAM LOOK LIKE?

CPA EXAM

AUD
Remembering/Understanding: **30-40%**
Application: **30-40%**
Analysis: **15-25%**
Evaluation: **5-15%**

BEC
Application: **50-60%**
Analysis: **20-30%**
Remembering/Understanding: **15-25%**

FAR
Application: **50-60%**
Analysis: **25-35%**
Remembering/Understanding: **10-20%**

REG
Application: **35-45%**
Analysis: **25-35%**
Remembering/Understanding: **25-35%**

Source: AICPA, 2019

HOW DO I GET MY SCORES?

- First, the Association of International Certified Professional Accountants (AICPA) will release your scores to NASBA. Then NASBA will pass your scores along to the OAB at the end of each window. Your scores might not be released in the same order that the sections were taken.
- Once available, you will be able to login to the OAB website and view your unofficial scores. Your official scores will be sent in the mail at a later date.

DID I PASS?

- In order to pass, you must receive a 75% or higher on each section of the Exam.
- If you fail a section, it's not the end of the world—it happens! You can retake or repeat any section in a future testing window.
- You have an 18-month rolling period to pass all four sections of the Exam. Meaning, any section score taken outside of an 18-month window will roll-off and have to be retaken.

MORE ABOUT THE 18-MONTH ROLLING PERIOD:

- To maintain an active candidate status, you must sit for at least one exam section within an 18-month period.
- If you register for a section, you must show up for it to count toward the 18-month rule. A no-show registration does not count.
- Your payment coupon and/or notice to schedule dates will not override or extend the 18-month rule.
- If you lose active status, you will need to reapply for qualification and meet all eligibility requirements.

FOURTH STOP: ALMOST THERE!

SEE THE LIGHT!

You passed all four sections of the CPA Exam, and the finish line is in sight! You can now apply for CPA certification.

HOW DO I APPLY FOR CERTIFICATION?

Get 1,800 hours of experience in accounting related work.

- Whether it's full- or part-time employment, your hours must be verified by a CPA, PA or other professional who is approved by the OAB.
- Your 1,800 hours can be obtained up to four years prior to or after completing the CPA Exam.

Take and pass the AICPA Ethics Exam with a grade of 90% or better.

- The AICPA's Comprehensive Course is recommended for eight and a half hours of continuing professional education (CPE) credit.
- The OSCPA offers a members-only discounted rate for this course, which can be found in the CPE section of www.oscpa.com.

Submit an application for certification.

- Once your 1,800 hours of experience have been approved by the OAB, you will receive an application for certification.
- You will return your application for certification, ethics exam results and the certification fee to the OAB.
- The OAB Board must approve each successful candidate at the next Board meeting. Once approved, you will receive official notice and your CPA Certificate.

CONGRATULATIONS, YOU MADE IT!

AND YOU'RE FINALLY A CPA.

Evolve, the OSCPA's member-only social community, allows you to explore, engage and evolve with other OSCPA members like yourself.

Introduce yourself, make connections and explore volunteer opportunities. Join the conversation at **evolve.oscpa.com** today!

evolve

2019 OKLAHOMA CAREER DIRECTORY

Hey, CPA:
You have possibilities.
Where to next?

These firms and universities
could be your next big adventure.

Please note: *This guide is not a comprehensive list of public accounting firms and universities in Oklahoma. The information was provided on a voluntary basis.*

CAREER DIRECTORY

BRISCOE, BURKE & GRIGSBY LLP

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Tulsa, OK 74135

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Website: www.bbgcpa.com

Title: Tax Manager
Phone: 918-749-8337
Fax: 918-748-8585

Number of Partners: 5
Number of CPAs: 6

Number of Professional Staff: 15

DOES YOUR FIRM:

Offer internships? Are they paid?	Yes/Yes
Hire for entry level positions?	Yes
Offer assistance in preparing for the CPA Exam?	No

DOES YOUR FIRM COVER THE COST OF:

Licensing and renewals?	Yes
Membership fees in professional organizations?	Yes
Continuing professional education (CPE)?	Yes

FIRM DESCRIPTION:

Since 1977, Briscoe, Burke & Grigsby LLP, a Tulsa-based public accounting firm, has been providing the highest degree of quality services for businesses, executives and independent professionals. We are proud to be members in good standing of the American Institute of Certified Public Accounting Peer Review Program and Public Company Accounting Oversight Board (PCAOB).

INDUSTRY SPECIALIZATIONS:

Agribusiness - Construction - Contractors - Day Care/Child Care - Dentists/Physicians - Healthcare/Medical - Individuals - Insurance - Law Firms/Attorneys - Ministry/Churches - Non-Profit Organizations - Oil and Gas - Real Estate - Retail - Service Industries - Small Businesses - Transportation

CLIENT SERVICES:

- Auditing - Bookkeeping - Compilation and Review - Inventory Observation & Pricing
- Business Consulting - Computer and Software Selection
- Corporations - Estate, Trust and Gift - Individuals - Partnership/LLC/LLP - Personal Property Tax - S Corporations - Sales Tax - State and Local Tax
- Mergers and Acquisitions - Forensic Accounting

COLLINS, BUTLER & CO., P.C.

901 W. Maple Ave.
Enid, OK 73701

Firm Contact: Cheryl Bryan
Contact Email: cbryan@cbco-cpa.com
Website: www.cbco-cpa.com

Title: Shareholder
Phone: 580-233-1144
Fax: 580-233-5834

Number of Partners: 2
Number of CPAs: 2

Number of Professional Staff: 4

DOES YOUR FIRM:

Offer internships? Are they paid?	Yes/Yes
Hire for entry level positions?	Yes
Offer assistance in preparing for the CPA Exam?	Yes

DOES YOUR FIRM COVER THE COST OF:

Licensing and renewals?	Yes
Membership fees in professional organizations?	Yes
Continuing professional education (CPE)?	Yes

FIRM DESCRIPTION:

Collins, Butler & Co., PC specializes in income tax, accounting, consultation and payroll services for individuals and businesses. Because we believe that our employees are essential to providing personalized, quality service to our clients, we create a work environment that promotes professional development. Our compensation package includes tuition assistance and a flexible work schedule. We provide opportunities for rapid advancement for hard working and ambitious CPAs and CPA candidates.

INDUSTRY SPECIALIZATIONS:

Agribusiness - Auto Dealerships - Construction - Contractors - Dentists/Physicians - Food Service/Restaurants - Franchises - Homeowners Associations - Hospitality/Tourism - Individuals - Insurance - Law Firms/Attorneys - Manufacturing - Oil and Gas - Real Estate - Retail - Service Industries - Small Businesses - Transportation

CLIENT SERVICES:

- Bookkeeping - Compilation and Review
- Business Consulting

WHY BECOME A CPA?

EARNING POTENTIAL

CPAs earn
5-15%
more than non-CPAs*

New partners can earn upwards of
$250K
annually and as much as
$500K
when you factor bonuses and other perks*

Over the course of a 40-year career, a CPA can earn as much as
$1 Million
more than a non-CPA.**

FUN FACT:

A team of nine CPAs spends 1,700 hours hand-counting the ballots for the Academy Awards every year since 1935. That's a lot of billable hours!

**Source for all salary ranges: Robert Half, 2017* ***Source: Becker*

CREASON & ASSOCIATES, P.L.L.C.

7170 S. Braden Ave., Ste. 100
Tulsa, OK 74136

Firm Contact: Ron Creason
Contact Email: rcreason@creasoncpas.com

Title: Managing Member
Phone: 918-481-5355
Fax: 918-481-5771

Number of Partners: 1
Number of CPAs: 1

Number of Professional Staff: 4

DOES YOUR FIRM:

Offer internships? Are they paid?	Possibly/Possibly
Hire for entry level positions?	Yes
Offer assistance in preparing for the CPA Exam?	No

DOES YOUR FIRM COVER THE COST OF:

Licensing and renewals?	Yes
Membership fees in professional organizations?	Yes
Continuing professional education (CPE)?	Yes

FIRM DESCRIPTION:

Creason & Associates, PLLC (established in 2005) provides high-quality accounting services to our clients, primarily in the Tulsa area. We strive to provide professional service, including auditing, tax preparations, tax planning, financial reporting, reviews, compilations, general ledger and financial consulting. Our business experience allows us to understand problems and recommend cost effective solutions. Our firm understands and supports a work/life balance for all our employees. We are a small firm which allows us to value our relationships with our client and provide valuable experience to our staff.

INDUSTRY SPECIALIZATIONS:

Agribusiness - Construction - Contractors - Dentists/Physicians - Financial Institutions/Banks - Individuals - Law Firms/Attorneys - Manufacturing - Ministry/Churches - Non-Profit Organizations - Oil and Gas - Real Esate - Retail - Service Industries - Small Businesses

CLIENT SERVICES:

- Auditing - Bookkeeping - Compilation and Review - Government/Yellowbook
- Business Consulting
- Corporations - Estate, Trust and Gift - Individuals - Partnerships/LLC/LLP - Personal Property Tax - S Corporations
- Employee Benefit Plans - Forensic Accounting - HR Services/Payroll

WHY BECOME A CPA?

RESPECT AND CREDIBILITY

CPAs are the **#1** most trusted business advisor.

3 OUT OF 4 business decision-makers equate CPAs with integrity.

91% of business decision-makers respect CPAs as valuable assets to their organizations.

52% of business-makers rank CPAs as their most trusted advisor, the highest of all finance professionals.

*Source: Applied Research & Consulting LLC, 2013

DELOITTE

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THANK YOU TO OUR **2019-2020** STUDENT SPONSOR!

Firm Contact: Earl Stone
Contact Email: eastone@deloitte.com
Website: www.deloitte.com

Title: Audit Partner
Phone: 918-560-1400

Number of Partners: 5
Number of CPAs: 19

Number of Professional Staff: 136

DOES YOUR FIRM:

Offer internships? Are they paid?	Yes/Yes
Hire for entry level positions?	Yes
Offer assistance in preparing for the CPA Exam?	Yes / Offers CPA Exam preparation through the Becker study program.

DOES YOUR FIRM COVER THE COST OF:

Licensing and renewals?	Yes
Membership fees in professional organizations?	Yes
Continuing professional education (CPE)?	Yes

FIRM DESCRIPTION:

Deloitte provides industry-leading audit, consulting, tax and advisory services to many of the world's most admired brands, including 80 percent of the Fortune 500. Our people work across 19 industry sectors with one purpose: to deliver measurable, lasting results. We help reinforce public trust in capital markets, inspire clients with their most challenging business decisions with confidence and help lead the way toward a stronger economy and a healthy society. As part of the Deloitte, we are proud to be associated with the largest global professional services network, serving our clients in the markets that are most important to them.

INDUSTRY SPECIALIZATIONS:

Agribusiness - Construction - Financial Institutions/Banks - Government (Federal/State) - Government (Local) - Healthcare/Medical - Hospitality/Tourism - Insurance - Manufacturing - Meidcare/Medicaid - Native American Tribes/Government - Non-Profit Organizations - Oil and Gas - Real Estate - Retail - Schools/Colleges/Universities - Transportation - Utilities

CLIENT SERVICES:

- Audit - Compilation and Review - Government - Internal and Contract Audit
- Business Valuations - Computer and Software Selection - Technology Consulting
- Corporations - Estate, Trust and Gift - Individuals - Partnerships/LLC/LLP - S Corporations - State and Local Tax
- Bankruptcy - Employee Benefit Plans - Government Contracting - Mergers and Acquisitions - Forensic Accounting - HR Services/Payroll

DELOITTE

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Tulsa, OK 74136

THANK YOU TO OUR **2019-2020** STUDENT SPONSOR!

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Phone: 918-560-1400
Website: www.deloitte.com

Number of Partners: 5
Number of Professional Staff: 136
Number of CPAs: 19

DOES YOUR FIRM:

Offer internships? Are they paid?	Yes/Yes
Hire for entry level positions?	Yes
Offer assistance in preparing for the CPA Exam?	Yes / Offers CPA Exam preparation through the Becker study program.

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Licensing and renewals?	Yes
Membership fees in professional organizations?	Yes
Continuing professional education (CPE)?	Yes

FIRM DESCRIPTION:

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- Bankruptcy - Employee Benefit Plans - Government Contracting - Mergers and Acquisitions - Forensic Accounting - HR Services/Payroll

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You can take up space or you can define it.

What impact will you make?
careers.deloitte.com

EIDE BAILLY LLP

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Number of Partners: 21
Number of Professional Staff: 42
Number of CPAs: 56

DOES YOUR FIRM:

Offer internships? Are they paid?	Yes/Yes
Hire for entry level positions?	Yes
Offer assistance in preparing for the CPA Exam?	Yes

DOES YOUR FIRM COVER THE COST OF:

Licensing and renewals?	Yes
Membership fees in professional organizations?	Yes
Continuing professional education (CPE)?	Yes

FIRM DESCRIPTION:

The people who work here describe Eide Bailly as fun, and we think you'll agree. We're a team of collaborators and innovators. One word brings all these elements together – culture, and it's the heart of our firm. A culture firmly rooted in trust naturally creates opportunities for growth and professional development. It also opens the door for would-be leaders to step up and make a big impact. Staff at this top 25 CPA firm are promised a different experience, with work that is meaningful and the ability to live with purpose instead of simply working for a paycheck.

INDUSTRY SPECIALIZATIONS:

Agribusiness - Auto Dealerships - Construction - Contractors -Day Care/Child Care - Dentists/ Physicians - Financial Institutions/Banks - Food Service/Restaurants - Franchises - Government (Federal/State) - Government (Local) - Healthcare/Medical - Homeowners Associations - Hospitality/Tourism - Individuals - Insurance - Law Firms/Attorneys - Manufacturing - Medicare/ Medicaid - Ministry/Churches - Native American Tribes/Gov't - Non-Profit Organizations - Oil and Gas - Real Estate - Retail - Schools/Colleges/Universities - Service Industries - Small Businesses - Transportation - Travel - Utilities - Writers/Artists/Entertainers

CLIENT SERVICES:

- Auditing - Bookkeeping - Compilation and Review - Government/Yellowbook - Internal and Contract Audit - Inventory Observation & Pricing
- Charitable Trusts - Estate and Retirement Planning - Personal Financial Planning - Private Foundations - Registered Investment Advisor - Third Party Plan Administration
- Business Consulting - Business Valuations - Computer and Software Selection - Technology Consulting
- Corporations - Estate, Trust and Gift - Individuals - Partnerships/LLC/LLP - Personal Property Tax - S Corporations - Sales Tax - State and Local Tax
- Employee Benefit Plans - Mergers and Acquisitions - Forensic Accounting - HR Services/ Payroll

FOREIGN LANGUAGE FLUENCY:

Chinese - French - German - Italian - Spanish

EIDE LIKE

I'D LIKE TO WORK WHERE I CAN SHINE

Eide Bailly offers a variety of opportunities for growth in a supportive and fun environment. We're a team of collaborators and innovators united under a culture of community. We've consistently been named a Best Place to Work in Oklahoma (13 years in row, to be exact), and we promote happy staff by making work/life balance a priority. If you want to feel inspired, you'll fit in here.

What inspires you, inspires us.

405.292.2900 | 405.594.2000| 918.748.5000 eidebailly.com

EideBailly®

CPAs & BUSINESS ADVISORS

FINLEY & COOK, PLLC

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Phone: 800-375-3286
Website: www.finley-cook.com

Number of Partners: 5
Number of Professional Staff: 195
Number of CPAs: 22

DOES YOUR FIRM:

Offer internships? Are they paid?	Yes/Yes
Hire for entry level positions?	Yes
Offer assistance in preparing for the CPA Exam?	No

DOES YOUR FIRM COVER THE COST OF:

Licensing and renewals?	Yes
Membership fees in professional organizations?	Yes
Continuing professional education (CPE)?	Yes

FIRM DESCRIPTION:

Finley & Cook, PLLC (F&C) is a leader in accounting, consulting services and finance technology. Established 1947 in Shawnee, OK, F&C has grown to serve clients nationwide who trust us for their accounting, audit & assurance, consulting, tax services and fund accounting software solutions. F&C has also created an independent branch of the firm to serve the specialized needs of Native American Tribes. Based upon the hard work, experience and dedication of our founders, F&C goes beyond traditional business expectations to provide a wealth of experience and innovative solutions for our partners.

INDUSTRY SPECIALIZATIONS:

Agribusiness - Construction - Contractors - Day Care/Child Care - Dentists/Physicians - Financial Institutions/Banks - Food Service/Restaurants - Government (Federal/State) - Government (Local) - Healthcare/Medical - Hospitality/Tourism - Individuals - Law Firms/Attorneys - Manufacturing - Ministry/Churches - Native American Tribes/Gov't - Non-Profit Organizations - Oil and Gas - Real Estate - Retail - Schools/Colleges/Universities - Small Businesses - Utilities

CLIENT SERVICES:

- Auditing - Bookkeeping - Compilation and Review - Government/Yellowbook - Internal and Contract Audit - Inventory Observation & Pricing
- Estate and Retirement Planning - Personal Financial Planning - Private Foundations
- Budgeting and Contracting - Business Consulting - Business Valuations - Computer and Software Selection - Technology Consulting
- Corporations - Estate, Trust and Gift - Individuals - Partnerships/LLC/LLP - Personal Property Tax - S Corporations - State and Local Tax
- Employee Benefit Plans - Mergers and Acquisitions - HR Services/Payroll

GRAY, BLODGETT & COMPANY, PLLC

629 24th Ave. SW
Norman, OK 73069

Firm Contact: Janice L. Gray/Ted Blodgett
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tedb@cpagray.com
Website: www.cpagray.com

Title: Partner
Phone: 405-360-5533
Fax: 405-364-3771

Number of Partners: 5
Number of CPAs: 8

Number of Professional Staff: 2

DOES YOUR FIRM:

Offer internships? Are they paid?	Yes/Yes
Hire for entry level positions?	Yes
Offer assistance in preparing for the CPA Exam?	Yes / We have assisted with CPA review courses on a selected basis.

DOES YOUR FIRM COVER THE COST OF:

Licensing and renewals?	Yes
Membership fees in professional organizations?	Yes
Continuing professional education (CPE)?	Yes

FIRM DESCRIPTION:

At Gray, Blodgett & Company, PLLC, we provide quality personalized accounting, tax and related services to meet our client's individual needs through a team of knowledgeable professionals.

INDUSTRY SPECIALIZATIONS:

Construction - Contractors - Dentists/Physicians - Financial Institutions/Banks - Food Service/ Restaurants - Government(Federal/State) - Healthcare/Medical - Homeowners Associations - Hospitality/Tourism - Individuals - Insurance - Law Firms/Attorneys - Manufacturing - Ministry/ Churches - Non-Profit Organizations - Oil and Gas - Real Estate - Retail - Service Industries - Small Businesses - Writers/Artists/Entertainers

CLIENT SERVICES:

- Auditing - Bookkeeping - Compilation and Review - Government/Yellowbook - Internal and Contract Audit - Inventory Observation & Pricing
- Estate and Retirement Planning - Personal Financial Planning - Private Foundations - Registered Investment Advisor
- Budgeting and Contracting - Business Consulting - Business Valuations - Computer and Software Selection
- Corporations - Estate, Trust and Gift - Individuals - Partnerships/LLC/LLP - Personal Property Tax - S Corporations - Sales Tax - State and Local Tax
- Employee Benefit Plans - Mergers and Acquisitions - Forensic Accounting - HR Services/ Payroll

HOGANTAYLOR LLP

2222 S. Utica Place, Ste. 200
Tulsa, OK 74114

Firm Contact: Shannon Hammons
Contact Email: shammons@hogantaylor.com
Website: www.hogantayor.com

Title: Human Resources Director
Phone: 918-745-2333
Fax: 918-745-2399

Number of Partners: 36
Number of CPAs: 100

Number of Professional Staff: 128

DOES YOUR FIRM:

Offer internships? Are they paid?	Yes/Yes
Hire for entry level positions?	Yes
Offer assistance in preparing for the CPA Exam?	Yes / Study materials and exam fee reimbursement.

DOES YOUR FIRM COVER THE COST OF:

Licensing and renewals?	Yes
Membership fees in professional organizations?	Yes
Continuing professional education (CPE)?	Yes

FIRM DESCRIPTION:

HoganTaylor is one of the largest business advisory and public accounting firms in Oklahoma and Arkansas with offices in Tulsa, Oklahoma City, Fayetteville and Little Rock. We're a lasting business with an entrepreneurial spirit that drives our desire to lead in the markets of those we serve. We'll help you grow professionally and personally through individualized coaching, hands-on experiences and a variety of technical, business development and leadership training programs. We offer advanced technology tools, challenging work assignments and work life integration to ensure staff meet their personal and professional goals. We invite you to explore a career at HoganTaylor.

INDUSTRY SPECIALIZATIONS:

Agribusiness - Auto Dealerships - Construction - Contractors - Dentists/Physicians - Financial Institutions/Banks - Food Service/Restaurants - Franchises - Government (Federal/State) - Government (Local) - Healthcare/Medical - Hospitality/Tourism - Individuals - Insurance - Law Firms/Attorneys - Manufacturing - Ministry/Churches - Native American Tribes/Gov't - Non-Profit Organizations - Oil and Gas - Real Estate - Retail - Schools/Colleges/Universities - Service Industries - Small Businesses - Transportation

CLIENT SERVICES:

- Auditing - Bookkeeping - Compilation and Review - Government/Yellowbook - Internal and Contract Audit - Inventory Observation & Pricing
- Charitable Trusts- Estate and Retirement Planning - Personal Financial Planning - Private Foundations - Registered Investment Advisor
- Budgeting and Contracting - Business Consulting - Business Valuations - Computer and Software Selection - Technology Consulting
- Corporations - Estate, Trust and Gift - Individuals - Partnerships/LLC/LLP - Personal Property Tax - S Corporations - Sales Tax - State and Local Tax
- Bankruptcy - Employee Benefit Plans - Mergers and Acquisitions - Forensic Accounting - HR Services/Payroll

LANDMARK PLC, CERTIFIED PUBLIC ACCOUNTANTS

3101 S 70th St.
Fort Smith, AR 72903

Firm Contact: Rachael McGrew
Contact Email: rmcgrew@landmarkcpas.com
Website: www.landmarkcpas.com

Title: Business Development Director
Phone: 479-484-5740

Number of Partners: 16
Number of CPAs: 46

Number of Professional Staff: 52

DOES YOUR FIRM:

Offer internships? Are they paid?	Yes/Yes
Hire for entry level positions?	Yes
Offer assistance in preparing for the CPA Exam?	Yes / Discounts on material, bonus when passed.

DOES YOUR FIRM COVER THE COST OF:

Licensing and renewals?	Yes
Membership fees in professional organizations?	Yes
Continuing professional education (CPE)?	Yes

FIRM DESCRIPTION:

As one of the largest locally-owned public accounting firms in Arkansas, Landmark provides a full range of assurance, advisory, accounting and tax services to a diverse client base. Landmark has grown through the development of a highly qualified, responsive group of professionals who maintain personal relationships with clients. Our staff holds true to the values established when the firm was founded in 1953, and are committed to maintaining the same level of integrity and exceptional service. We value the talents and needs of our staff, which translates to exceptional training, scheduling flexibility and sense of belonging.

INDUSTRY SPECIALIZATIONS:

Agribusiness - Auto Dealerships - Construction - Contractors - Day Care/Child Care - Dentists/Physicians - Financial Institutions/Banks - Food Service/Restaurants - Franchises - Government (Federal/State) - Government (Local) - Healthcare/Medical - Homeowners Associations - Hospitality/Tourism - Individuals - Insurance - Law Firms/Attorneys - Ministry/Churches - Non-Profit Organizations - Oil and Gas - Real Estate - Retail - Service Industries - Small Businesses - Transportation - Travel - Utilities - Writers/Artists/Entertainers

CLIENT SERVICES:

- Auditing - Bookkeeping - Compilation and Review - Government/Yellowbook - Internal and Contract Audit - Inventory Observation & Pricing
- Charitable Trusts - Estate and Retirement Planning - Personal Financial Planning - Private Foundations - Registered Investment Advisor
- Budgeting and Contracting - Business Consulting - Business Valuations - Computer and Software Selection - Technology Consulting
- Corporations - Estate, Trust and Gift - Individuals - Partnerships/LLC/LLP - Personal Property Tax - S Corporations - Sales Tax - State and Local Tax
- Bankruptcy - Employee Benefit Plans - Government Contracting - Mergers and Acquisitions - Forensic Accounting - HR Services/Payroll


LANDMARK
DISCOVER
YOUR
DIRECTION
landmarkcpas.com/careers

NORTHEASTERN STATE UNIVERSITY

3100 E New Orleans Street
Broken Arrow, OK 74014

University Contact: Dr. Gary Freeman
Title: Program Chair of MAFA
Contact Email: freemadg@nsuok.edu
Phone: 918-449-6000
Website: www.nsuok.edu

ADMISSION REQUIREMENTS:

- GMAT score of at least a 400 that is no more than five years old
- Official transcripts
- Approved application for graduation admission
- Undergraduate major in accounting or finance or has hours of undergraduate courses in finance
- Two letters of recommendation
- A vitae detailing educational background, work experience, skills, etc.

WHEN SHOULD STUDENTS APPLY?

The Master of Science in Accounting and Financial Analysis takes applications for the Fall, Spring and Summer.

HOW MUCH WILL THE PROGRAM COST?

The program is 30 hours and costs about $9,100.

ARE SCHOLARSHIPS OFFERED? Yes

IS THERE A MASTER'S PROGRAM? Yes

UNIVERSITY DESCRIPTION:

Northeastern State University opened its third campus in 2001 in Broken Arrow. With a strong business base and a fast-growing population that recently topped 97,000; Broken Arrow is now the fourth largest city in Oklahoma. Our Broken Arrow students are typically working adults in their late 20s and early 30s. NSU-Broken Arrow is ideally situated to serve the educational needs of this dynamic community offering 31 undergraduate programs and 17 graduate programs. Our class schedules are designed to maximize a student's time on campus by offering the chance to attend one or two nights a week.

OKLAHOMA CHRISTIAN UNIVERSITY

2501 E Memorial Rd
Edmond, OK 73013

University Contact: Angie Ricketts
Title: Admissions & Marketing
Contact Email: angie.ricketts@oc.edu
Phone: 405-425-5000
Website: www.oc.edu/macc

ADMISSION REQUIREMENTS:

- Bachelor's Degree from a regionally accredited university
- 30 hours of completed accounting
- Cumulative undergraduate GPA of 3.0 or better

WHEN SHOULD STUDENTS APPLY?

Students can apply at any time.

HOW MUCH WILL THE PROGRAM COST?

The 30 hour program is $625 per credit hour with minimal fees.

ARE SCHOLARSHIPS OFFERED? No

IS THERE A BACHELOR'S PROGRAM? Yes

IS THERE A MASTER'S PROGRAM? Yes

UNIVERSITY DESCRIPTION:

Oklahoma Christian University is committed to offering the best master's degree experience for working professionals. OC's high-quality, Christian graduate programs provide academic excellence and superior service for your needs. Be the boss of where your accounting career takes you. Graduate School of Business offers a Master of Accountancy (MAcc) degree that provides enough hours to qualify to sit for the Certified Public Accountant (CPA) examination. OC's academically rigorous program also equips graduates for careers in major corporations and public accounting firms.

OKLAHOMA CHRISTIAN UNIVERSITY
MAcc.
BOSS.
MASTER OF ACCOUNTANCY
Be the boss of your life and career with one or two classes a week. Choose from 100% online, evening classes at our OKC metro campus or both.
OC's MAcc includes 30 graduate hours: 18 hours of accounting and 12 hours of business that is both experiential and theory-based.
Enroll today and sit for your CPA exam in as little as 12 months.
ONSITE OR ONLINE · OC.EDU/GRAD · 405.425.5678
Congratulations to OC Alumni Evan Alderson, Chase Kuwitzky, Richard Earles, Baylee Hyatt Durrill, Ethan Garrett, Elisa Benting Ford, Garett Hill, Carson James, Sam Martin, and Nathan Sosa who passed the CPA exam May 2019!

OKLAHOMA STATE UNIVERSITY

439 Business Building Spears School of Business
Oklahoma State University
Stillwater, OK 74078

University Contact: Rachel Domnick
Contact Email: rachel.domnick@okstate.edu
Website: www.business.okstate.edu/accounting

Title: Instructor of Professional Practice
Phone: 405-744-5123

ADMISSION REQUIREMENTS:

Please contact Rachel Domnick for more information on admission requirements, program costs and application.

ARE SCHOLARSHIPS OFFERED? Yes

IS THERE A BACHELOR'S PROGRAM? Yes

IS THERE A MASTER'S PROGRAM? Yes

UNIVERSITY DESCRIPTION:

The School of Accounting at Oklahoma State University is building the future of accounting! Our top-ranked program provides students with a sound knowledge of the most advanced theory and practice of accounting and facilitates the acquisition of market-driven specializations. We offer student support through our ACE program, a tutoring lab which provides advising, mentoring, and tutoring services for all accounting students, outside of the traditional classroom, in a low-stakes environment. Students can complete a Master's degree in a fifth year, which can lead to CPA examination eligibility.

"The OSU accounting program has been great in teaching me not only about the principles of accounting but they have also taught me principles and disciplines that will help me with my career and my life in general. The accounting professors at Spears Business have been amazing and helpful, and I would not be where I am today without their help."

Nate Abebe
OSU accounting student
PCAOB $10,000 scholarship recipient

BUILDING THE FUTURE OF ACCOUNTING

AT OKLAHOMA STATE UNIVERSITY

To learn more about how we are building the future of accounting at Oklahoma State University contact

Rachel Domnick, CPA
Instructor of Professional Practice
School of Accounting

e. rachel.domnick@okstate.edu
p. 405-744-8653

SCHOOL OF
ACCOUNTING
Spears School of Business

business.okstate.edu/accounting

SpearsBusinessOSU SpearsBusinessOSU
Spears School of Business SpearsBusiness

PETERS & CHANDLER, P.C.

2601 NW Expressway #600E
Oklahoma City, OK 73112

Firm Contact: Rachel Johnson
Contact Email: rachelj@p-ccpa.com
Website: www.p-ccpa.com

Title: Partner
Phone: 405-843-9371
Fax: 405-843-9392

Number of Partners: 7
Number of CPAs: 5

Number of Professional Staff: 6

DOES YOUR FIRM:

Offer internships? Are they paid?	Yes/Yes
Hire for entry level positions?	Yes
Offer assistance in preparing for the CPA Exam?	Yes / Employees hired directly from campus will be reimbursed for the cost of exam study material up to $3,500. Employees will be reimbursed for the cost of sitting for each part of the exam once and the original application fees upon passing.

DOES YOUR FIRM COVER THE COST OF:

Licensing and renewals?	Yes
Membership fees in professional organizations?	Yes
Continuing professional education (CPE)?	Yes

FIRM DESCRIPTION:

Peters & Chandler's (P&C) mission is to Engage and Enrich Clients, Empower and Develop People and Embrace the Future. Maintaining a strong reputation with more than 60 years in the metropolitan Oklahoma City market, we strive to provide our clients the best service possible. With that in mind, we know that a personable, talented, flexible staff is vital in making that happen. Providing continuing education, training and overall support, our goal is to help develop our professionals in reaching their full potential. P&C also promotes volunteer work to enrich the community as well as ourselves. Most importantly, while providing excellent care to our clients and our staff, we have a great time!

INDUSTRY SPECIALIZATIONS:

Agribusiness - Auto Dealerships - Construction - Contractors - Dentists/Physicians - Food Service/Restaurants - Franchises - Healthcare/Medical - Homeowners Associations - Hospitality/Tourism - Individuals - Insurance - Law Firms/Attorneys - Manufacturing - Ministry/Churches - Non-Profit - Oil and Gas - Real Estate - Retail - Service Industries - Small Businesses - Transportation - Writers/Artists/Entertainers

CLIENT SERVICES:

- Auditing - Bookkeeping - Compilation and Review
- Estate and Retirement Planning
- Business Consulting
- Corporations - Estate, Trust and Gift - Individuals - Partnerships/LLC/LLP - Personal Property Tax - S Corporations - Sales Tax - State and Local Tax
- Employee benefit Plans - Mergers and Acquisitions

WHY BECOME A CPA?

JOB SECURITY AND GROWTH

The U.S. Bureau of Labor Statistics reports that employment of accountants and auditors is expected to grow faster through than all other occupations the bureau tracks.

10%

Employment of accountants and auditors is projected to **grow 10%** through 2026, faster than the average for all occupations.*

1.5%

The 2019 unemployment rate for accountants and auditors is 1.5% – *notably lower than the national unemployment rate of 3.7%!**

DID YOU KNOW?

OSCPA members receive discounts on CPA Exam prep courses. For details, visit www.oscpa.com.

**Source: U.S. Bureau of Labor Statistics, 2019*

STANFIELD + O'DELL, P.C.

1350 S. Boulder Ave., Ste. 800
Tulsa, OK 74119

Firm Contact: Courtney Horn
Contact Email: courtneyh@stanfieldodell.com
Website: www.stanfieldodell.com

Title: Marketing and Growth Coordinator
Phone: 918-628-0500
Fax: 918-664-4119

Number of Partners: 6
Number of CPAs: 10

Number of Professional Staff: 13

DOES YOUR FIRM:

Offer internships? Are they paid?	Yes/Yes
Hire for entry level positions?	Yes
Offer assistance in preparing for the CPA Exam?	Yes / To demonstrate Stanfield + O'Dell's support of obtaining the CPA certification by our professionals, we have developed a CPA Exam Reimbursement Policy. The firm provides paid time off for exam testing with the employee also receiving an advance to cover the cost of study materials, including review courses up to $2,500. The firm also reimburses the cost of sitting fees; one time for each section of the exam. Upon successful completion of the fourth section of the exam, the employee will receive a bonus between $1,500 and $3,500.

DOES YOUR FIRM COVER THE COST OF:

Licensing and renewals?	Yes
Membership fees in professional organizations?	Yes
Continuing professional education (CPE)?	Yes

FIRM DESCRIPTION:

Stanfield + O'Dell (S+D) is committed to the growth of our employees through their training and career development. This firm is small enough to give personal attention, yet large enough to offer opportunities for meeting your career goals. Stanfield + O'Dell has established a mentoring program for all our team members to provide support in an environment that builds leadership skills and equips individuals to become more effective accountants, leaders, supervisors, business developers and advisors. In addition, S+O offers a team-oriented philosophy and an enjoyable working environment which includes flexible schedules, competitive salaries and a comprehensive benefits package.

INDUSTRY SPECIALIZATIONS:

Agribusiness - Construction - Contractors - Dentists/Physicians - Financial Institutions/Banks - Food Service/ Restaurants - Franchises - Government (Federal/State) - Government (Local) - Healthcare/Medical - Homeowners Associations - Individuals - Law Firms/Attorneys - Manufacturing - Ministry/Churches - Native American Tribes/Gov't - Non-Profit Organizations - Oil and Gas - Real Estate - Retail - Schools/Colleges/ Universities - Service Industries - Small Businesses - Transportation - Writers/Artists/Entertainers

CLIENT SERVICES:

- Auditing - Bookkeeping - Compilation and Review - Government/Yellowbook - Internal and Contract Audit - Inventory Observation & Pricing
- Charitable Trusts o- Estate and Retirement Planning - Private Foundations
- Budgeting and Contracting - Business Consulting - Business Valuations
- Corporations - Estate, Trust and Gift - Individuals - Partnerships/LLC/LLP - Personal Property Tax - S Corporations - Sales Tax - State and Local Tax
- Employee Benefit Plans - Mergers and Acquisitions - Forensic Accounting

UNIVERSITY OF OKLAHOMA

307 W. Brooks St
Norman, OK 73071

University Contact: Joe Dulin
Title: Director - MACC Program
Contact Email: joe.dulin@ou.edu
Phone: 405-325-5792
Website: www.ou.edu

ADMISSION REQUIREMENTS:
3.0 GPA or greater and GMAT of a 600 or greater

WHEN SHOULD STUDENTS APPLY?
March 15, June 15 or November 15

HOW MUCH WILL THE PROGRAM COST?
See: www.ou.edu/bursar/tuition_fees/calculator

ARE SCHOLARSHIPS OFFERED? Yes

IS THERE A BACHELOR'S PROGRAM? Yes

IS THERE A MASTER'S PROGRAM? Yes

UNIVERSITY DESCRIPTION:
The stand-alone Master of Accountancy program is open to qualified students who already have an undergraduate degree from an accredited university in any field of study. The program presupposes a basic level of accounting and business knowledge and skill. All students, therefore, must complete the required prerequisites, either before admission or as part of their degree program.

The curriculum consists of 33 hours of graduate coursework, including:

- 18 hours in graduate accounting. Students may use those 18 hours to develop a meaningful specialization in a functional area of interest or may take a more generalist approach. Areas of interest include:
    - Assurance Serices
    - Financial Reporting
    - Taxation

- 15 hours in graduate level business electives. This remaining portion of the program is designed to give students a foundation in business. Students are encouraged to develop a meaningful and marketable supporting area (e.g., finance, management information systems).

Students who have previously met all of the prerequisite requirements may complete the 33-hour program in three terms. It may take those with no prior business studies two years to complete the entire program including prerequisites.

WEDEL RAHILL & ASSOCIATES CPA'S PLC

1200 N.W. 63rd St., 2nd Floor
Oklahoma City, OK 73116

Firm Contact: Carrie Schmitz
Contact Email: cschmitz@wedelrahill.com
Website: www.wedelrahill.com

Title: Director
Phone: 405-842-3662
Fax: 405-842-3671

Number of Partners: 2
Number of CPAs: 5

Number of Professional Staff: 10

DOES YOUR FIRM:

Offer internships? Are they paid?	Yes/Yes
Hire for entry level positions?	Yes
Offer assistance in preparing for the CPA Exam?	Yes / Wedel Rahill & Associates CPAs PLC will pay for time paid off to take test and partially reimburse the expenses upon successful completion of test.

DOES YOUR FIRM COVER THE COST OF:

Licensing and renewals?	Yes
Membership fees in professional organizations?	Yes
Continuing professional education (CPE)?	Yes

FIRM DESCRIPTION:

Our professionals enjoy a casual work environment with challenging work projects and the opportunity to work as a team. We have a dedicated staff and our goal is to exceed client expectations. We are a growing, highly motivated firm and always looking for team members to grow with us. We believe our staff is our greatest asset.

INDUSTRY SPECIALIZATIONS:

Construction - Contractors - Dentists/Physicians - Franchises - Homeowners Associations - Individuals - Insurance - Law Firms/Attorneys - Manufacturing - Ministry/Churches - Non-Profit Organizations - Oil and Gas - Real Estate - Retail - Service Industries - Small Businesses - Writers/Artists/Entertainers

CLIENT SERVICES:

- Bookkeeping - Compilation and Review
- Corporations - Estate, Trust and Gift - Individuals - Partnership/LLC/LLP - Personal Property Tax - S Corporations - Sales Tax - State and Local Tax
- HR Services/Payroll

PREPARE FOR CAREER FAIRS & INTERVIEWS

Some Entry-Level Recruiters' Top Tips to Help You Make a Great In-Person Impression

Before a Networking Event / Career Fair / Formal Job or Interview

- Practice introducing yourself in a concise and confident way.

- Plan a neat and appropriate outfit to wear. If you're unsure of the dress code, it's okay to contact the organization or your university career center to ask.

- Review your resume thoroughly—you never know what information a recruiter might ask you to discuss.

- Spend at least 30 to 60 minutes researching the organization whose event or interview you are attending so you can show why your skill set is a good fit. Review the organization's website to learn about its mission, lines of business, culture and entry-level positions. Do a general web search to review any recent news about the organization and the overall industry in which it operates. Ask members of your career center staff to tell you more about the organization and its history with your university.

- Prepare at least three questions to ask. When a recruiter says, "What questions do you have?" you want to be prepared. The best questions show that you've done your homework on the organization and that you are genuinely interested in learning more. For instance, "I read that the company just implemented a new green initiative and I'm really interested in environmentalism. Can you tell me more about that?"

During a Networking Event / Career Fair / Formal Job or Internship Interview

- Turn off your cell phone or switch it to vibrate and put it away for the entire duration of the event.

- When you meet a recruiter or company representative, shake his or her hand confidently and make direct eye contact.

- Remember to listen as much (if not more) than you talk. Yes, you are promoting yourself, but you don't want to dominate the entire conversation.

- Request a business card from the recruiter or any professional contacts you meet so you can follow up after the event.

After a Networking Event / Career Fair / Formal Job or Internship Interview

- After a formal job interview, send a thank you note or email within 12 to 24 hours. This is a great idea after a recruiting event or other networking meeting as well (For example: "Thank you for taking the time to chat with me at your event" or "Thank you for the advice you provided on how to improve my resume.").

- Mark any additional follow-up or deadlines in your calendar (e.g., RSVP to another event a recruiter mentioned).

- Assess your performance at the event or interview. What did you do well? Is there anything you would do differently next time? Events are not just networking opportunities; they are learning opportunities as well.

**Excerpted from PwC Personal Brand Experience at pwc.com/campus*

HOW TO PERFECT YOUR PITCH

- **Practice, practice, practice your self-introduction.** The best pitches are natural (not canned), but prepared. When possible, practice your pitch in front of a trusted friend, family member or career services professional and tape yourself to see how you come across.
- **Make sure your image matches your pitch.** You need to dress professionally, but it's okay to show some flair with a bright tie or a unique piece of jewelry. Do some research on the industry you want to join to learn what's appropriate. No matter what, look neat (iron everything) and groomed.
- **Smile.** It's simple, but a smile can go a long way towards making a good impression (and putting you at ease).
- **Make direct contact with your listener.** If your eyes are wandering or looking down, people will assume you're distracted or not very interested in talking to them.
- **Say your name clearly.** It's one of the most important elements you want your listener to remember.
- **Be clear and concise.** There's no need to tell someone your life story. Highlight the most important elements of your personal brand (what you're studying, your key experience, what you hope to do in the future) and then let the conversation flow from there.
- **Show your passion.** Recruiters consistently say that passion stands out. Let your enthusiasm shine through.
- **Stop talking.** After about 20 to 30 seconds, finish your introduction and let the other person speak. Listening skills are just as important as speaking skills.

YOUR ONLINE IMAGE MAKEOVER

Study the Online Profiles of People You Admire

One of the great things about the web is that you can research the way other people, from student leaders to CEOs, present themselves online.

Take some time to research and bookmark the online presences of people who have the kind of career you aspire to. Search Google (to find blogs and personal websites), LinkedIn, Twitter, your university's alumni database and professional association directories. Then, ask yourself these questions:

- Where do these people appear online where you'd like to appear? Could you set up profiles on the same sites?
- What keywords do these people use to describe themselves that would be appropriate for you to use?
- What kinds of status updates do they post? Could you post similar updates?

Beef Up Your LinkedIn Profile

Having a presence on LinkedIn is essential for career-minded students and recent grads. Follow these steps to make sure your profile is the best it can be:

- Create a strong profile headline that includes your career aspirations, any major leadership position and/or industry you plan to enter. Examples: Honors Finance Student at XYZ University; Student Government Secretary & Pre-Law Student at XYZ.
- Fill the "Specialties" section of your LinkedIn profile with keywords that relate to the kinds of jobs or internships you'd like to attract. Find these words in the job postings that interest you.
- Complete the "Experience" section with internships, substantive volunteer work, freelancing and part-time work. This section is not just for full-time, paid positions.

**Excerpted from PwC Personal Brand Experience at pwc.com/campus*

- Take advantage of LinkedIn apps that will show off your professional work and interests, such as those built for presentation sharing or providing book reviews.
- Collect at least two recommendations. When possible, try to obtain them from people who have directly managed or supervised you. Remind each recommender of the key elements of your personal brand (your biggest accomplishments, your top skills and your professional goals) to make sure their recommendations support the rest of your profile.

Add Professional Elements to Your Facebook Profile

These days, there's less of a divide between one's personal and professional selves. For this reason, it's wise to incorporate some professional elements on Facebook and any other personally oriented sites you frequent. You never know when a friend might have a professional lead for you.

- Add your current work information to your Facebook profile.
- Become a fan of pages that relate to your professional interests, such as people, books, professional organizations and companies you admire (or might want to work for someday).
- RSVP to professional events on Facebook (company information sessions, career workshops, professional conferences, etc.) so you can show that you're out there networking—and check out the other attendees before an event.
- As always, make sure your Facebook profile is free of any inappropriate or potentially offensive photos, videos, wall posts, updates or any other elements that might damage the personal brand you're working so hard to build. Even when your privacy settings are tight, you never know who might see your profile.

Use Twitter to Your Advantage

If you use Twitter, be aware that recruiters and potential networking contacts are all over this growing social network. There are several ways you can use Twitter in a professional way:

- Research if Twitter is a popular medium in the industry you want to join. In certain fields—public relations, politics, tech start-ups, journalism—Twitter is extremely popular and should be part of your personal branding efforts.
- Follow companies and people you admire or would like to meet someday and occasionally reply or retweet their messages. You might just get noticed.
- Tweet about events you're attending, books you're reading and articles you find interesting. All of this information contributes to a strong professional reputation.
- If you tweet in a professionally appropriate way, include your Twitter name or profile URL on your LinkedIn profile and/or your email signature line.
- Be careful about tweeting anything inappropriate or too personal. While it may seem that Twitter posts come and go quickly, you never know who might be watching at any given moment.

**Excerpted from PwC Personal Brand Experience at pwc.com/campus*

10 TIPS TO AN EXCELLENT RÉSUMÉ

1 Limit Your Brilliance to One Page

Remember that your résumé is a marketing tool and not a laundry list of everything you've ever done. By keeping your résumé short, you're demonstrating that you can edit yourself and sell your skills clearly and concisely.

2 Professionalize Your Contact Info

Résumés featuring email addresses like 'ilovepuppies@internetserviceprovider.com' may not seem professional to the company to which you are applying. Make sure your email address and the voice mail messages on any phone numbers you list are 100 percent professional and appropriate.

3 Include Unpaid Experience

Just because you didn't get compensated for certain work doesn't mean it shouldn't count as experience for your résumé. By all means include internships, volunteer work and part-time jobs if you achieved significant results or learned important skills in those positions.

4 Quantify Your Results

Employers don't just want to know what you did; they also want to know what results you accomplished. How many people did you oversee as a store manager? How much money did you save the junior class as treasurer? Quantifying your accomplishments demonstrates not only what you achieved, but also the fact that you track your results.

5 Prioritize Your Points

When you list bullet points under each position or activity on your résumé, be sure to place the most important task, accomplishment or responsibility first. Most readers of your résumé will pay close attention to what you've chosen to feature as the first item on each list.

6 Customize Your Résumé for Different Opportunities

Employers can tell when they are seeing a generic résumé that is being blasted out to anyone and everyone. It's fine to have such a résumé as a template, but then you need to customize it for various opportunities by featuring the experience, keywords and activities that best suit the requirements of that particular position.

7 Include Only Interesting Interests

When it comes to listing interests or hobbies on your résumé, only mention something that is particularly unique, uncommon or memorable. For example, "Founding president of first-ever Tae Kwon Do Club at my university" or "three-time finisher of Chicago Marathon." Generic interests such as "travel and reading" are nice, but they don't add much.

8 Delete the References Reference

Won't waste precious space on your résumé with "References available upon request." Potential employers will request a list of references if they want one.

9 Never Lie, Exaggerate or Twist the Truth

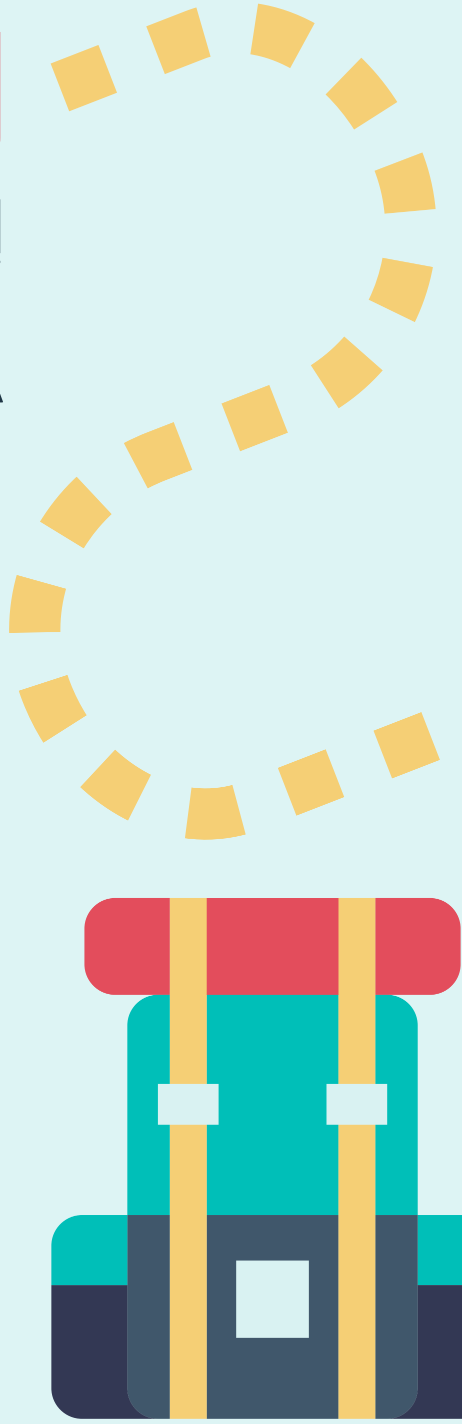
There are so many reasons not to lie on a résumé. First of all, if your lie or truth stretching gets discovered, you'll lose a job opportunity with that company forever. Second, if you exaggerate your skills, such as being fluent in French when you really just studied it in junior high, your lie will become extremely obvious the day you start your job and you lack the skills you said you had. You should certainly cast yourself in the most positive light, but never, ever take it too far.

10 Proofread, and Then Proofread Again

Finally, there is absolutely, positively no excuse for a single typo or grammar mistake on a résumé. Once you've proofread your résumé and feel confident it's perfect, have at least two other people review it for mistakes, misspellings and formatting glitches. You can never check your résumé too many times.

**Excerpted from PwC Personal Brand Experience at pwc.com/campus*

SCHOLARSHIP MONEY UP FOR GRABS!



Did you know the OSCPA has thousands of dollars to give away each year to deserving OSCPA student members?

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