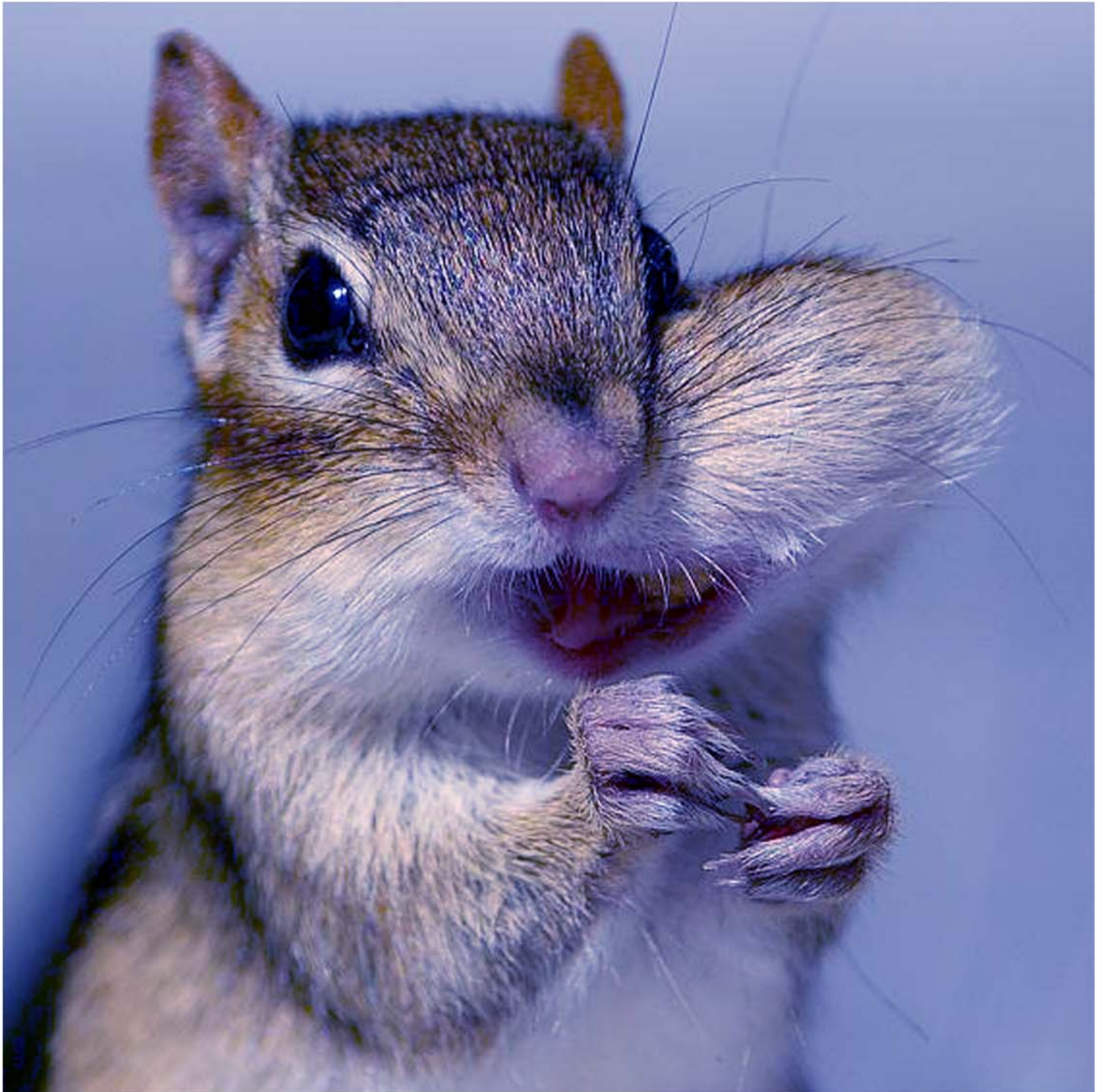


InSight Magazine

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GEARING UP

editor's message

How quickly the time flies! Are we in November already?

We are indeed, and you know what that means -- snow! Yes, the darn white flakey things are sure to start falling soon and with a meaningful force. And thus begins our six-month winter. You read it right; I did say six! I'm sorry poor newcomers to this part of the globe, but there really is a reason why a tuque is a truly Canadian symbol!

Ah, I will stop this winter tirade while I am ahead and get back to more important matters. I want to congratulate you all for getting through midterm season and I am sure many of you still have some more to go. You may emerge battered and scarred, but you can be proud and hold your head high knowing that you have survived! And what awaits you at the other end? This brand-spanking new issue of InSight Magazine of course!

The main focus of this issue is the four accounting designations -- the CA, CGA, CMA, and CPA. You will meet two successful entrepreneurs and learn about their businesses and how integral their designations were in getting them to where they are now. In addition, there is a feature on each of the four accounting designations. Take this opportunity to learn about each, and to see which one may be the right one for you. Also, read on to discover tidbits about food and recaps of some great ASUT events!

As the days get darker and colder, know that you are not alone, and that together, we will get through this cold, cold winter!

Best Wishes,

Jennie Gao
Editor-in-Chief



upcoming events

CGA infoession

tues. nov 15

two industry CGAs will be invited to speak about the career opportunities of a CGA, their role in their organizations, and what their designation means to them

accounting 4 dummies

tues. nov 22

learn all you need to know about pursuing a career in accounting -- required courses, designations, student life, and career opportunities

contents

04 entrepreneurs

meet two very successful and talented entrepreneurs -- robert gold and lisa goudreau

06 food

learn some food etiquette and discover some great places to satisfy your taste buds around campus

08 designations

a look into each of the four accounting designations; explore the vast career opportunities

14 event recaps

missed an event? read about what transpired at firm factor and best of the both worlds

backpacks to suitcases

By TIFFANY YAU

The Commerce Student's Association in collaboration with all of the other student associations, including ASUT, ODA, UFA and UTMA, present U of T's first-ever Commerce Career Month: Backpacks to Suitcases. Happening in January 2006, the whole month will be packed with career development events. ASUT will be presenting a new seminar entitled "Think Outside the Firm" and working together with ODA to bring forward a Case Presentation Workshop and a combined Law and Accounting event.

"Think Outside the Firm" is like a part two of last year's "Think Outside the Box"

(or this year's "Best of Both Worlds"). "Think Outside the Firm" will focus on the accounting opportunities outside of the Chartered Accounting firms (Big 4 as well as mid-sized firms). The Case Presentation Workshop will be like a continuation of the CGA Case Writing Workshop, enabling students the opportunity to learn about how to present a case orally followed by a chance to have your case critiqued the following week.

Students will be able to explore the different career opportunities within Commerce, including Accounting, Finance, Marketing, Law, Human Resources,

Entrepreneurship and Consulting as well as refine their professional skills with mock interviews and workshops. You won't want to miss "Soft Skill Fridays" as they will be Career Month's main focus! There will be large-scale event held each Friday of the month aimed at helping students improve their "soft skills"—featuring a Wine Tasting event, an Etiquette Luncheon, and a Fashion Show.

For more information about Career Month, be sure to keep checking our website. See you in January!

career month calendar

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8 School Begins! SKILLS WEEK	9	10 TOASTMASTERS ASUT: Case Presentation workshop ODA: Public speaking skills	11	12 UTMA: Cadillac Fairview seminar	13 UFA: Trading Floor Tour (Bloor firm) SOFT SKILL FRIDAY: Wine Tasting (Gratitude & CSA) 4 th year restricted	14
15 INTERVIEW WEEK	16 CCDC: Mock Interview workshop and sessions	17 Toastmasters Critique CCDC: Mock Interview workshop and sessions	18 CCDC: Mock Interview workshop and sessions	19 CCDC: Mock Interview workshop and sessions ACE: Conference	20 SOFT SKILL FRIDAY: Firm visit to Steam whistle	21 <i>Ski Trip</i>
22 ETIQUETTE WEEK: <i>Ski Trip</i>	23 Consulting: The Road Map	24 INTRAMURALS: Golf Etiquette	25 SEMINARS: Ethics seminar	26 WOMEN IN BUSINESS	27 SOFT SKILL FRIDAY: Etiquette / networking Luncheon	28
29 INDUSTRY WEEK	30 ODA & ASUT: Law and Accounting	31 UTMA: Symposium	1 ASUT: Thinking outside the box	2 JOINT EVENT: Professional designation fair 11-3; WO basement/ ODA HR breakout after	3 SOFT SKILL FRIDAY: Fashion Show/ image consulting	

the power of the designation

Getting any of the four accounting designations can open doors for individuals. The CA, CGA, CMA, and CPA are all passports to success not only in the business world, but also in many other fields that require accounting skills. So what exactly can people with these designations do? What type of environments do they thrive in? What can they achieve outside the corporate business world?



Robert Gold

Bennett Gold --

Unleashing the power of the CA in the growing business market

By NADEEM SIDDIQUI

There are thousands of small businesses in Toronto alone. Unlike many larger firms or practices, small businesses rely on a limited number of clients for revenue. But what if a small business becomes profitable and enters the larger market? They enter a whole new ballgame, and Bennett Gold is there to help them.

Bennett Gold is a chartered accounting practice that strives to help small and growing businesses expand by helping them in all avenues of financial reporting. They help their clients in numerous ways, some of which are financial reporting, developing strategies, and reviewing information management policies and procedures. Using the knowledge acquired from their CA, they are able to analyze a business and try to make it profitable.

One of its main partners is Robert

Gold, who is a CA. Robert has been practicing accounting for 20 years, and has used some of the experience he gained from an international firm to help Bennett Gold succeed. During his career, he has provided long-range strategy and short-term tactical advice to senior management in several industries. He is a prime example of how the CA designation allows for flexibility; in this case, providing him with the opportunity to work in different industries and to move from an international firm to forming one's own practice.

At Bennett Gold, Robert focuses on working with growth-oriented clients to whom he advises on all aspects of strategy development and implementation. His CA background allows him to analyze the firm's strategy and to make it better or to propose a more effective one. Furthermore, his CA background allows him to use his professional

judgment and to help companies move in the right direction.

The CA designation is one that allows people to practice in many different fields. In this case, Robert Gold and his partner Donald Bennett have used their chartered accountancy skills to open up a practice that helps other businesses. It has allowed them to use accounting knowledge and to apply it by helping businesses grow. This is truly the power of the CA designation. ■

You can visit Bennett Gold online at www.bennettgold.ca.

a look at maritime lobster express

By NADEEM SIDDIQUI

CGA takes control in the sea.

Lisa Goudreau received her CGA designation in 2000. She started in the program with a few courses that she received credit for taking in Nova Scotia and then obtained her three-year accounting diploma at Loyalist College in Belleville, ON. From there, she proceeded to complete the level 5 and 6 courses to obtain her CGA.

At the time she received her CGA designation, she was an Operations Accountant for Camp Canada Ltd., a medical manufacturing company in Trenton. Later in 2003, Lisa was promoted to the position of Controller.

As Lisa enjoyed her work as a CGA, she wanted to explore the options the designation gave her. So in 2004, she started her own business, Maritime Lobster Express, as a part-time venture. Her business specializes in delivering live Atlantic lobster and seafood directly from Nova Scotia to the customer's door anywhere in North America within 24 hrs -- a very innovative service in the fisheries market. Due to the fun Lisa was having as a corporate CGA she remarks, "At that time, I had no intention of leaving the corporate world that I enjoyed so much. I had inspirations of becoming Plant Manager one day."

However, by the end of 2004 her lobster business had grown so rapidly that it required Lisa to concentrate solely on that business. Lisa struggled with the decision to leave the accounting field or sell the business and stay employed. In the end, she made the decision to challenge what self-employment brought, and hence because of her CGA, today Lisa is running a successful business that is based in the exciting industry of seafood.

Lisa says, "The CGA designation coupled with my work experience have been key factors in managing my business. Financial planning plays a key role in my business along with negotiation skills, and of course, the accounting skills I acquired." Through her previous position as Controller, Lisa learned that everything is negotiable and that the pricing for her product is based purely on supply and demand with prices changing almost daily.

She also remarks, "My CGA colleagues were a great source of support and help during the start up of my business. I am an active member on the CGA Controllers discussion board where I am always asking advice." For instance, she is currently getting ready to incorporate the business at the end of the year and had received much help on this topic from the members of the board.

Lisa is now working on her business and Maritime Lobster Express has nothing but success to achieve. She likes to mention that, "If I did not have the knowledge background that accompanies my designation I would not have embarked on this journey." All this goes to show how helpful the CGA designation can be, not just in the corporate world, but even outside of it, in all types of industries. ■

Check out Lisa's exciting business at www.maritimelobsterexpress.com.

Lisa Goudreau



food etiquette

By KEVIN HUNG and EDWARD LAM



Getting out of sticky situations with Kevin and Ed.

Sticky Situation #29: The Disgusting Hors D'oeuvre

There you are having an absolutely wonderful conversation and you are offered some hors d'oeuvres by the waiter. You pick up a small bite-sized one – along with a napkin of course – and pop it in your mouth with nary a concern. What you don't realize was that the "small bite-sized one" was actually goat-cheese, and you like eating goat-cheese about as much as you like eating week-old gym socks.



Kevin Says: Although your first impulse would be to spit it out into the napkin, avoid doing that in front of the people you've just spent the last half-hour chatting with. Control your gag reflex and if it's not too difficult for you, swallow and wash it down with a little water. Actually make that a lot of water.

Ed Says: I agree. Continue with the water until the goat cheese is no longer anchored between your molars. Like my decrepit grandfather used to say: "Every mishap is another opportunity," or something like that. Why not comment on how bad the hors d'oeuvre was? Why not ask the firm representative if they tried some of the food? Everyone loves food so you'll be sure they will respond well. That my friend, is how you can artfully avoid sticky situation #29. My grandfather would be so proud. ■



food with monica

Find that the food around campus leaves a lot to be desired? Check out these tasty suggestions given by our very own food critic extraordinaire.

By MONICA YEUNG



Radical Roots (International Students Centre)

**** out of 4

Quietly nestled in the International Student's Centre (St. George & College), Radical Roots serves up a vegetarian storm! The non-profit café is dedicated to providing students with animal-free, fair-trade and organic food alternatives. With a menu that rotates daily, you never know what you're going to get! Whether it's crunchy carrot and sweet peppers over brown rice, curry-powdered lentil mash over bulgur, or potato and leek soup, you're sure to get your money's worth!

Monica's Pick: Meal in a Bowl (varies daily)

The Arbor Room (Hart House)

*** out of 4

Conveniently located on the lower level of Hart House, the Arbor Room is the perfect place to be after a study session or a gym workout. With its own fire-place, the environment emulates a certain warmth that makes you want to drink hot chocolate all day long. But fear not! The menu boasts a wide variety with everything from fair-trade coffee and ice cold draft, to homemade soups, made-to-order salads and sandwiches, all-day breakfast and everything in between!

Monica's Pick: Avacado Pita Club

L'Espresso by Bar Mercurio

***1/2 out of 4

As the newest addition to the Woodsworth Residence, L'Espresso is only steps away from your commerce classes. The open-concept kitchen serves a slew of delicious menu-items including paninis, salads, soups, crepes and all-day breakfast, while the friendly barista's whip up fine Italian espressos and lattes.

Monica's Pick: Smoked Salmon Panini

a look into the designations



CA

Findings

By JOHN TABONE

MORE CAs RISE TO TOP

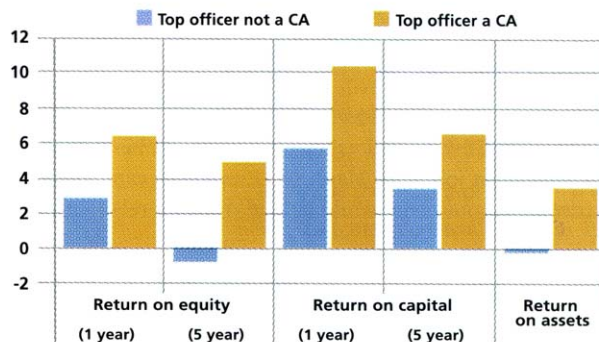
The percentage of Canadian corporate executives who are CAs is on the rise. Each year the CICA reviews the positions of chair, CEO, president, CFO, COO and corporate secretary at companies in the *Globe and Mail's* Report on Business 1000 to determine how many of the top spots are held by CAs. The results indicate more CAs than ever are in the senior ranks and the trend shows these numbers are increasing.

In 2004, 22% of top officers at ROB 1000 companies were CAs, while 62% of the companies had at least one CA in these six positions (up from 59% the previous year). As usual, the CA designation is most critical for CFOs (56.8%) and this

percentage has crept up over the past four years (55.1% in 2003; 54.5% in 2002 and 53% in 2001). The rising importance of the CA designation is also seen in other senior leadership positions. CAs accounted for 10.2% of chairpersons, up from 8.8% in 2003; 10.2% of CEOs, up from 9.2%; and 10.8% of presidents, up from 10.2%. The COO and secretary are the only two positions that did not see an increase in CAs over the previous year: 8.1% of COOs (down from 8.7% in 2003) and 17.5% of secretaries (down from 18.2% in 2003).

The rise in the number of CAs might be partially explained by another finding. The 10.8% of companies with a CA listed as their top officer consistently perform better on several key measures, including one-year and five-year return on equity and capital, as well as return on assets. *John Tabone is CICA's manager of innovation*

Performance of ROB 1000 companies with a CA as the top officer



Source: CICA: 2005, ROB 1000, 2004

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INTEGRITY

INDEPENDENCE

STANDARDS

INTERNATIONAL RECOGNITION

CHARTERED ACCOUNTANTS



NOTHING LESS

**YOU CAN CLIMB THE CORPORATE LADDER,
OR YOU CAN TAKE THE ELEVATOR.**



staying ahead of the curve

By CHRIS BUYERS, Manager, Marketing, Certified General Accountants of Ontario



CGA

Become a certified general accountant (CGA) by enrolling in the CGA program of professional studies. Reap the benefits of a flexible program of professional studies that will allow you to specialize in any area of accounting, finance or tax and work in every sector of the economy. A career as a certified general accountant is a career full of choice and opportunity.

Albert Singh, MBA, CGA, vice president of finance and chief financial officer at Waterloo North Hydro Inc., states, "The CGA program of studies offered me the highest standards of education, integrity and professionalism, and provided me with solid financial and business skills. This foundation allowed me to progress quickly in my career, from financial analyst to manager, and ultimately to my current position of director of finance and chief financial officer. I continue to make use of my rigorous training to manage the financial affairs of the utility, and participate equally with the CEO and the other vice presidents in charting the strategic course for the organization.

I highly recommend the flexible, well-rounded and richly rewarding CGA program. In a world where relentless change and uncertainty are the norm, a certified general accountant is without equal in "powering" the best and correct business decisions."

Individuals enrol in the program of professional studies at different ages and stages in their lives. Some people choose to enter the program right after finishing university. Others

wait a few years, having found employment in the field and then determining that they need a professional accounting designation in order to further their career.

Students in the CGA program are recognized as responsible, hard-working and dedicated to a career in accounting or financial management. Employers assist students to obtain the necessary employment experience required to earn their designations. This means you have a chance to apply what you learn while on the job while earning a full-time salary.

Corinne Wong, B.Comm., CGA, chief financial officer at North York General Hospital indicates, "I spent 18 years in progressive positions at one of North America's largest nursing home operators. Early in my career, I enrolled in the CGA program of professional studies, which proved to be an extremely beneficial and rewarding decision. The knowledge and skills gained from my CGA courses assisted me tremendously in fulfilling my responsibilities and duties—and I was even awarded the company's 'Significant Contribution Award.' In 2000, I joined North York General Hospital as its director, corporate finance and information management. I accepted the role of chief privacy officer in 2001, and was promoted to my current position of chief financial officer in 2004.

The CGA program and designation helped me to provide needed skills and experiences to my employers. My training and knowledge continues to allow me to excel in my various positions."

It quickly becomes very apparent that people who have earned their CGA designation are very proud of their accomplishments. They also feel the CGA designation has helped them further their careers.

The designation allows members to switch specialties and sectors of industry in order to find the career that matches their goals and dreams. Doug Brooks, CGA, is the general manager, media sales and marketing for CBC Television. Doug says, "While employed in public accounting in a small town, and working towards my beloved CGA designation, I found myself ready for a change. I moved into the banking sector and then to Coca-Cola, where I progressed through positions in finance and senior roles within the sales division before accepting a position as executive director of sales for CBC Television. Within a year I was promoted to my current position.

My CGA designation continues to provide me with readily understood and appreciated credentials, allowing me to assume a variety of roles in different sectors and industries. Think of the CGA designation as an essential part of your path to maximum opportunity. The actual direction you go in is up to you." ■

For more information about obtaining your CGA designation or to obtain a 2005/2006 copy of the CGA Program of Professional Studies, please send an e-mail message to marketing@cga-ontario.org or call 1-800-242-9131.

“I need a career with excellent earning potential.”

As a CGA your career will offer unlimited advancement and earning potential. Ontario CGAs hold senior financial executive positions, as presidents, CEOs, CFOs, directors, partners, and rank in the top five per cent of income earners in Canada. In today's business world there is a growing demand for highly skilled financial professionals. With the CGA designation you bear the mark of professional competence, showing you have what it takes to exceed employer expectations. For all the information call or visit us online today.

1-800-668-1454
www.cga-ontario.org

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University graduates



A Certified Management Accountant designation equips you to contribute to virtually every aspect of a business. Backed by solid accounting expertise, the CMA program trains you in strategic, leadership and communication skills, making you an invaluable member of any team. Visit our web site to find out more about CMA and our student membership.



Certified Management Accountants

For more information contact:

Santha Tsang, CMA

Regional Director of Marketing & Communications

905-202-7250

gta@cma-ontario.org

www.cma-ontario.org/universitystudents

get connected

By SANTHA TSANG, Regional Director of Marketing & Communications, CMA Ontario



CMA

Missed the CMA Connections Career Fair? It's not too late to get a CMA job!

On Friday, September 30, 2005, CMA Ontario held its 14th annual CMA Connections Career and Networking Fair at the downtown Metro Toronto Convention Centre during 11am-4pm. Thirty employers across Ontario had attended this event to recruit CMA-bound students into many full-time, co-op/internship, and summer positions in financial analysis and accounting. The employers in attendance included: ABC Group Inc., Allstate Insurance Company of Canada, Appraisal Institute of Canada, ATI Technologies, Bank of Montreal, Canada Revenue Agency (CRA), Canadian Tire Financial Services, CGI, Falconbridge Limited, General Mills Canada (Corp.), Hewlett-Packard (Canada) Co., Hudson's Bay Company (HBC), IBM Canada Ltd., Investors Group Financial Service, Kraft Canada Inc., Lafarge Canada, Linamar, Manulife Financial, Maple Leaf Consumer Foods, Michael Page International, PROPHIX Software, PTC Accounting & Finance, Purolator, Robert Half International, Rogers, Scotiabank, TD Bank Financial Group, Tembec, The Ministry of Finance, and Treasury Board of Canada Secretariat (FORD/IARD). About 550 CMA student members across Ontario had attended this spectacular event!

What if you've missed it? Too late to get a CMA job? No! CMA Ontario offers Associate Members weekly job postings via email on an ongoing basis throughout the year. All you need to do is sign up by completing the application form at www.cma-ontario.org/universitystudents in order to start receiving these job postings by email. You may also

access all previous job postings in a separate webpage.

Prominent CMAs

The Honourable Harinder Takhar, Ontario Minister of Transportation, Member of Provincial Parliament, Legislative Assembly of Ontario
Lynda Kitamura, CFO & VP Finance & Administration, Hewlett-Packard (Canada) Co.
Alex Browning, CFO & Senior VP Finance & Administration, LCBO
Michael Roche, CFO, Toronto Transit Commission
Stuart Fraser, CFO & Senior Vice President, Holt Renfrew
Carol Ring, Regional President, GTA, Rogers Cable Communications Inc.
Eugene Roman, Group President, Systems & Technology, Bell Canada

What are the benefits of becoming a CMA Associate Member or a CMA?

JOBS, JOBS JOBS! Thousands of companies in private and public sectors, all industries and businesses recruit CMAs and CMA students into business management and leadership positions. CMAs hold diverse positions such as President, Vice President, CEO, CFO, CIO, COO, Controller, Assistant GM - Direct Marketing, Business Strategy Executive, Senior Project Manager, IT Specialist, Manager of Human Resources, Director of Finance, and Senior Financial Analyst.

Stop for a moment and think about the role you want to play in business. If you've set your sights on playing an active role in

strategic decision making, you'll find that the specialized skills you will gain as a CMA will be a definite competitive advantage! As key internal business consultants, CMAs draw on their financial and business expertise and their professional management skills to improve their organization's strategic positioning and performance. Recent university graduates enrolling in the CMA Strategic Leadership Program are regularly recruited as business analysts, financial analysts and accountants. And this is just the beginning! All of these positions provide an excellent foundation for advancement as a CMA. ■

Questions? Visit www.cma-ontario.org. Attend CMA events on campus. Contact Santha Tsang at stsang@cma-ontario.org or 416-432-9629, or Katie O'Dell at kodell@cma-ontario.org or 416-204-3112.

Getting Your CMA

1. Free transcript evaluation – fax your university transcripts to-date to 416-977-6079
2. University degree with 17 university pre-requisite topics (through university or CMA Accelerated Program)
3. Write and pass the 2-part CMA Entrance Examination (exam prep program is highly recommended!)
4. Complete the 2-year part-time Strategic Leadership Program with 24 months of qualifying concurrent practical experience (with minimum last 6 months in a managerial role)

the international designation

By LES NEW, Canadian Manager, Becker Convisers Professional Review



CPA

This year, there have been many accountants and accounting students writing the US CPA Exam. There have been significant changes from previous years such as exam location and computer based testing.

After almost four years of development, the American Institute of Certified Public Accountants (AICPA) and the creator of the US CPA exam, introduced an entirely computer based exam. Prospective CPAs can pick any state for which they meet the requirements, but the exam can be written in Buffalo or Rochester. This saves both time and money.

Once the prospective CPA's transcript evaluation has been completed and the state application has been forwarded to the state, the student will receive a "notice to schedule".

At that time the prospective CPA must contact Prometrics (the computer testing centre) by phone or on the web, to book a date(s) to write each of the 4 parts. Prometrics has been designated by AICPA as the sole testing service for this exam. They are in 150 USA locations. A prospective CPA cannot write the exam in Canada.

Under the previous system, a

prospective CPA had to "condition". Conditioning meant that the student would not get credit for any parts successfully passed unless they had passed at least 2 of the parts and got 50% on any that they had failed. Now, the student is given credit for each part passed.

The exam still consists of 4 parts with a pass mark of 75% on each part. The prospective CPA can write each section on demand when they are ready.

AICPA allows students to write any part(s) in the first 2 months of any window. AICPA has defined a window as a quarter of a year, for example, the first window of the year consists of January, February and March. Any of the parts can be written in any order desired in January or February but not March. In other words you can write in January, February, April, May, July, August etc.

The exam consists of four parts. Three of the parts, Audit, Regulation and Financial have 80%, four part multiple choice and 20% simulations. These simulations include spreadsheets and access to the web.

Business Environment and Concepts, the last part, is 100% multiple choice. It is anticipated by AICPA that there will be

simulations as well in the Business Environment and Concepts part in the spring. This part covers areas such as corporate structuring, information technology and economics.

Prometrics is very specific as to what personal identification they will accept before allowing the exam taker to take the exam. For example they will not accept an Ontario driver's license. As such, the prospective CPA should be extremely careful that they have acceptable identification with them.

One change that is effective as of Jan 1, 2006 is with the State of Delaware. They are becoming a Tier 1 state at that time which will affect a person receiving a certificate on passing the exam.

If you are graduating this spring you are strongly advised to get your plan organized so that you are not wasting a lot of time after graduation. ■

Free information sessions and evaluation of your transcripts can be done by calling **Becker Convisers** at 416-289-0909.

firm factor -- good lessons

By HENRY CHEN

The first ASUT event, Firm Factor, was a huge success. School hadn't started yet but still there were close to 200 enthusiastic and excited students sitting in the large BA classroom; all hoping to learn something about recruiting from the summer interns and newly hired full-time associates.

Firm representatives from PwC, KPMG, Deloitte and E&Y all gathered, sharing their struggles and wisdom on how they survived recruiting. Delivering their speeches with passion, students absorbed valuable information about the dynamic accounting profession.

It started with Caroline Jung who talked about the benefits of working at PwC. She stressed the importance of getting involved, by marketing yourself through info-sessions and extracurricular activities. She insisted that the importance of involvement goes far beyond the textbook with a pencil and a notebook.

After the great speech from Caroline, Ross Yakovlev and Charlene So took center stage and delivered their expertise on the secrets of networking. The intricacies of networking were explored and the two provided some in-depth insight on how they survived the recruiting process and the reason they were successful.

Next up was the charismatic Howard Leung. He provided some great details on what employers are looking for in a resume and cover

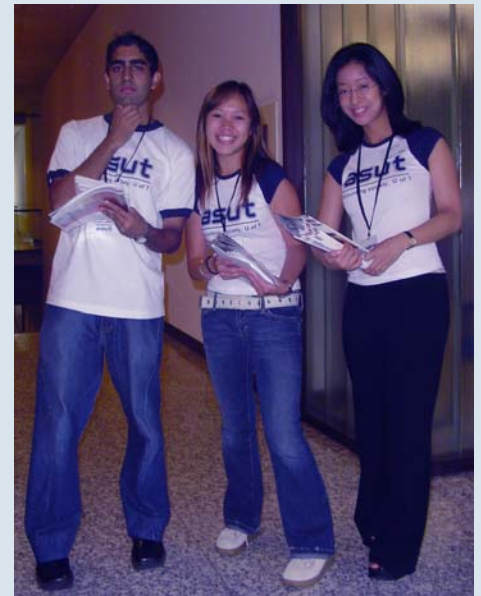
letter. He read some excerpts from his own cover letter along with tips on what to include.

Then it was time for the dreaded interview. For many, this is what they most fear and get grossly anxious for, but Alex Zhang, Judy Park and Alethia Kang brilliantly calmed everybody with the assurance it was not as bad as what people think. The three were very helpful when describing each firm's tendencies and plausible questions for interviewees. In addition, there was a mock interview presented by Alethia and Judy who showed us what to expect and what to do when being interviewed by each of the Big 4 firms.

The most memorable speaker was likely Vanessa Yoon. Her enthusiastic and animated speech about her struggles of not getting an offer during the recruiting season showed her strength and never-say-ever attitude. Her perseverance and dedication led her to obtaining a job with Deloitte. Her speech inspired everybody in the room with laughter and excitement, which generated a lot of good feedback from students.

After the formal presentation, it was time for the mix and mingle. With stomachs growling, everybody rushed to the hallway to try to get some food before it was all gone. This portion of the event was a great continuation as students were able to meet and greet firm reps on a more personal basis and ask specific questions. New and old faces got together and discussed anything from the

challenges of the recruiting to their funny summer stories. It was an extremely memorable event as some reps extended their stay and offered to answer more questions. After months of anticipation, everybody left with some valuable experience and information that would help them strive during the recruiting season. It was the first event and it surpassed the expectation of the ASUT Events Coordination Committee. Way to go everybody and look out in the future as we will continue to deliver more memorable and informative events for students within the commerce community. ■



best of both worlds -- new insights

By EUGENE KRIVYAN



What is the best way to describe a mid-sized accounting firm in three sentence fragments? Hint: The solution was provided at ASUT's "BEST OF BOTH WORLDS." For all of you who didn't attend the event, here is the answer: "Not too big. Not too small. Just right."

On October 18, we got a visit from two of Canada's most recognized mid-sized accounting firms—Soberman and Fuller Landau. If you've been reading your Maclean Magazines, you'll know that Fuller Landau was voted one of Canada's Top 100 Employers in 2004. Representatives from Soberman and Fuller Landau came to talk to all the accounting fans about what working at a mid-sized firm is like. It was an amazing experience; in came skeptical accounting students who thought the only 'real' accounting firms were the Big 4, and out came students armed with new insight, information and connections!

It was a pleasure to have Laura Kawa, a senior associate of Fuller Landau, come in and talk to us about the firm. Laura was an inspirational speaker. She really explained what working at Fuller Landau is like, and, more generally, what working at a mid-sized firm is like. Laura has been with the firm for over three years, and has during that time, acquired tremendous experience; she has worked in industries like manufacturing, wholesale, and most exciting of all, entertainment!

So what is it like at Fuller Landau? Well, it's really flexible. Unlike big accounting firms, you're not always constantly doing the same thing over, and over, and over, and over, again...you switch territory! You get exposed

to various clients from various industries like manufacturing, service, and entertainment! And because you constantly work on different projects, you learn so much faster. It might even help you score a higher mark on that UFE exam—which requires you to demonstrate your knowledge in a variety of fields.

Contrary to what you might think, middle sized firms provide students with tons of resources to help them ace their UFE exam, and Fuller Landau is no exception. When you're preparing for your UFE, you get paired up with someone who took the exam last year. So if you are stressed out and need some support, your buddy will be there for you. The company also pays for your UFE exam and for the preparation course!

Another great thing about Fuller Landau is that it offers flexible hours so you can balance family and work. Its 'open door' policy makes it even more attractive. Not to mention great salaries and 3-5 weeks of vacation each year!

Don't forget that Fuller Landau is a fun place to work too. According to Laura Kawa, "You'll see people coming into the office with smiling faces." There are a lot of social events to keep you awake. Events such as the Quarterly tax "updates" (which has nothing to do with tax), scavenger hunts, parties in the middle of the busy season, and e-mail bingo are all about making friends and just enjoying yourself. You even get 15 minutes with a massage therapist each month to help you relieve some stress.

"You'll see people coming into the office with smiling faces."

It just goes to show you how great it is working at mid-sized firms like Fuller Landau. Joining a firm mid-size firm will help you develop your potential to the fullest and open a window of opportunities.

So what are you waiting for? Take hold of this exciting opportunity; get your resume and apply! ■

Not too big. Not too small. Just right.

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**BEST
OF BOTH
WORLDS**

Are you thinking of getting your CA? NO THEY ARE NOT! Learn about how midsize firms hire students. Representatives from Soberman, Fuller Landau and Mintz & Partners will speak about their work environment and how they landed their jobs. Know the game? Now get ready to meet all the players.

ASUT presents its annual midsize firms event: Best of Both Worlds

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happy holidays

ASUT hopes to see you at the upcoming events in 2008!