

# ASCEND *Voice*

Spring 2013 | February - March Issue

Ascend Berkeley Student Chapter

## [PDC] **Acing Behavioral Interviews**

PDC hosted an Acing Behavioral Interview Workshop where PDC committee members gave an interactive presentation to prepare Ascenders for behavioral interviews. Topics that were discussed include the course of action one should take before and after an interview, how to answer various types of behavioral questions, and how to conduct oneself during an interview. Regardless of one's experience level with behavioral interviews, the workshop provided a great opportunity for 30 CMs to enhance their interview skills by individually practicing behavioral questions with an officer.



Above: PDC preparing for their presentation



Above: Ascend president talking to two members

## [CS] **Tax Aid**

On Saturday, March 2nd, the Community Service committee held a tax aid training session in San Francisco. Tax Aid is a non-profit organization that provides free high-quality tax return preparation for Bay Area families with low incomes. The training session took place in the SF KPMG Office and the Golden Gate University. Volunteers learned the basics about tax and what they should expect from volunteering experience with Tax Aid. This training session was only a precursor to the actual tax aid sessions that Ascend members volunteered throughout the month of March. Ascenders worked together with other volunteers to give back and assist the local community.



Above: The Tax Aid Ascend group posing for a picture after a long day of volunteering

## [PDC] Elevator Pitch Workshop

By conducting a short training during each committee's meeting, PDC members taught CMs the purpose and essential elements of a strong elevator pitch. The training also included a practice session, where CMs practiced their own elevator pitch and received constructive feedback to ensure that they can impress recruiters and professionals at future networking events!

## [CDC] Industry Exploration Workshop

The Career Development Committee organized an Industry Exploration Panel to explore the fields of Accounting, Finance, and Consulting. Ascend members were able to gain a general overview on what type of services each industry provides as well as opportunities to take the next steps into these industries.

## [FIN] Technical Workshop Series

This month, the Finance Committee hosted two finance technical workshops in which Finance Committee Members gave presentations on the technical aspect of finance and prepared the audience for finance interview. The first workshop featured the basics of accounting, which included the three financial statements, the ICB method, and more, as well as the basics of finance -- time value of money, present value, annuity, perpetuity, free cash flow, and etc. Based on this foundational knowledge, the second workshop covered common valuation techniques such as DCF, comparable company, and precedent transaction analysis. The audience was able to bring home a concrete understanding of finance in addition to getting prepared for the technical interview for finance jobs.



Above: The Finance Committee looking sharp for their workshop series

## [MKT] Marketing 101 Showcase

On Wednesday, March 13th, the Marketing committee launched its first professional event in Ascend's history. The Marketing Showcase consisted of members presenting two broad concepts of marketing: marketing career and marketing basic concepts. After the presentation, all the Ascend members engaged in an interactive game where they were tested on the basic knowledge and application of the marketing concepts. The Marketing Showcase was a success with all the members gaining more knowledge about marketing and clarifying the common misunderstandings of marketing.



Above: The Marketing Committee preparing and presenting to Ascend members



## [SOC] **Movie Night**

On Friday, March 8th, Ascend members had the opportunity to gather as a group and enjoy a night watching a movie together. The group decided to watch “Easy A,” a romantic comedy starring Emma Stone. Everyone was laughing nonstop throughout the movie and had a good time. The combination of a great movie and delicious snacks made this event a great way for Ascenders to start off their weekend!

## [CDC] **KPMG Office Tour**

The Career Development Committee organized an office tour with KPMG at their Silicon Valley Office location. Ascend members were able to explore the facilities as well as learn more about KPMG and the Big Four in general.

## [CDC] **Big Four Panel**

The Career Development Committee hosted a Big Four Panel featuring Ascend alumni Siqi Pan, Xina Sun, and Alan Zhao in addition to our current Executive Vice President, Amy Chung. The event provided current Ascenders with valuable behind-the-scenes information detailing the whole Big Four recruiting and application process.



Above: Ascend members listening to alumni's advice

## [SOC] **Big C Hike**

On March 22nd, the Friday before Spring Break, the Social Committee led its fellow Ascenders up to the Big C for a refreshing hike to start off everyone's break. While hiking, everyone talked about their upcoming plans and freedom from their midterms and papers. Even though we did not get the chance to see the sunset, we were glad to be able to hang out with each other one last time before break.



Above: Ascend members resting at the top of the Big C

## **Becker CPA Presentation**

The Becker CPA Presentation gave members the opportunity to learn more about the CPA exam and the requirement changes that will happen in the year 2014. Topics included the 4 parts of the CPA exam, the application process, and its licensing procedures. Members came out of the event more informed about the requirements of becoming certified and the benefits of obtaining a CPA license.



Above: Becker CPA representative giving a presentation to members about the CPA exam

