



Meeting Minutes

Call to Order:

A UAS meeting was held on April 30, 2019 and began on 6:30pm

Attendees:

- Executive Board: All Present
- Bartlett Pringle & Wolfe: Jason Atyabi, Audit Manager
Gisela Rodriguez, Tax Manager

Meeting Agenda

During the meeting Bartlett Pringle & Wolfe representatives gave a presentation on career paths for Accounting majors and detailed the paths that their managers went through and what they learned and experienced on the way.

Career Paths

- After 7 years at KPMG, there was a desire to leave for private for a better work-life balance and to pursue different kinds of work
- Served Audit Clients such as Deckers, Harman Kardan, and Trader Joe's.
- It was noted that the average person stays at a Big 4 for approximately 2 years after graduation
- Worked for a start-up called Coldsmoke, and got to experience Auditing from the other side of the industry
 - In other words, as a company being audited by an accounting firm, dealing with auditors can, at times, be another task to do during the day and may be seen as inconvenient
- Eventually ended up relocating to Santa Barbara and began employment for the Trade Desk, an emerging growth company, which was about to go public in 18 months.
- The Trade Desk serves the agencies that served huge companies such as Dasani, BPW. Trade desk allows advertising agencies to target ads to people that they want to be served to.

- Joining the IPO process was very fun and was a learning experience. IPO's are hard to do, expensive, and may not always work out, but are a great way to learn about the company and other tasks as a company is taken public
- Trade Desk ended up being very successful, they went public September 2016, opened at \$18, now their stock is at \$230 per share.
 - Stock options were also available to be earned while working at Trade Desk during the IPO process
 - The style of the work did change. As a public company, they now had to implement stringent accounting procedures to adhere to the SEC guidelines
- Finally moved to BPW for the opportunity to build a book of clients and have the potential to move into teaching one day
- Overall there is a big push for audit or tax but there are a lot of options available in between and outside those two areas.

Discover BPW

- A one-day summer program that offers a glimpse into what it's like to work at the firm
- During the program, you can be introduced to the team and experience their culture
- The program takes place in late June or early July, **applications are due May 15th**
- For more details about the program or about BPW, visit **www.bpw.com**

Adjournment

The meeting was adjourned at 7:15pm.

Adil Khan

Internal Vice President
Undergraduate Accounting Society

May 3, 2019

Date of Approval