



Meeting Minutes January 5th, 2021 Small Firms Panel

Call to Order: A UAS general meeting was held on January 5th, 2021 at 6:00 PM. This meeting was held virtually, on Zoom.

Attendees:

1. Executive Board: All present.
2. Invitees:
 - a. Darryl Gross, gishSEIDEN (Woodland Hills)
 - i. dgross@gishseiden.com
 - b. Jeff Harris; Nasif, Hicks, Harris & Co. (Santa Barbara)
 - i. jharris@nhhco.com
 - c. Mariah Cotnoir; Nasif, Hicks, Harris & Co. (Santa Barbara)
 - i. mcotnoir@nhhco.com
 - d. Stephen Palmer, C&D (Solvang)
 - e. Chloe Baird, Lindsay and Brownell (San Diego)
 - i. cbaird@lindsayandbrownell.com

Meeting Notes:

- 1) What distinguishes small firms from larger firms?
 - a) Small firms have a much more family-like culture and are more flexible to individual concerns. We have the opportunity to interact and get to know our clients at a personal level and often retain them from generation to generation.
- 2) How have your firms reacted to the COVID-19 pandemic?
 - a) Darryl Gross: We were able to help our clients with various tasks since the shutdown began.
 - b) Stephen Palmer: Our clients are much more likely to have been affected by the downturn and we were consulted on numerous matters, including the government loans that many businesses received.
 - c) Jeff Harris: We were able to give our team access to our different programs from home. This was a unique situation that we have not dealt with in maybe a hundred years. Communication is key during these times. Many employees had challenges and we were able to let them know that “family comes first.” We believe in doing what’s right.
 - d) Chloe Baird: We were able to personalize each individual’s circumstances. Everyone had a unique situation and we adapted to that based on individual needs.



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- 3) How can I learn more about your firms?
 - a) Feel free to contact us, leave your resume, and we will be able to chat! See emails left above.

Adjournment:

Kevin Tam adjourned the meeting after students had the chance to speak to professionals in breakout rooms.

Confirmed by:

Logan Sy

1/5/2021

Logan Sy
Internal Vice President, Undergraduate Accounting Society
2020-2021

Date