



Career Toolkit: NETWORKING

As a college student who is transitioning into the work world, networking can seem like a foreign concept. However, it's an important part of being a professional and advancing your career.

Networking is establishing relationships with others in your industry. The group of others that you connect with is called your "network." Developing a strong network can benefit you in several ways. Examples include:

- Advice and mentoring related to your career path
- Job opportunities
- Information, helpful tools, and valuable organizations related to your industry

How to Build a Network for Your Career

A strong network can help you advance your career. So where do you start? Keep reading to find out how to get a jump-start on networking.

1. Create a LinkedIn. In the last several years, social media has become a major tool for communicating, even in the professional world. Creating a LinkedIn allows you to be easier to find for people who may be looking to establish a professional relationship with you. Additionally, if you make a connection with someone in person, you can reinforce the connection by remaining connected on LinkedIn. Lastly, LinkedIn allows recruiters to search for people with your qualifications- that means having a LinkedIn profile will create opportunities to build your network.
2. Join your accounting club (or something equivalent) and get involved as an officer or in other leadership roles. Attend meetings to get connected with alumni and potential officers.
3. Use your campus resources! Visit the career services office for help with your resume, alumni networking, and career advising.

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4. Attend career fairs! Find positions to apply for- like college programs and internships, and meet recruiters you can connect with on LinkedIn and send thank you emails to. Building personal connections with potential employers could help you down the road.
5. Join the student affiliate of the AICPA. The student affiliate was created to provide tools and resources to students and aspiring CPAs. Membership is free. Sign up at www.aicpa.org/Membership/Join/Pages/default.aspx#tab-6.
6. Keep your eyes out for good publications or online newsletters related to the industry. Stay up to date on industry trends.
7. If you're in Minnesota, the Minnesota Society of CPAs provides resources as well. Specifically, they offer a directory of people willing to mentor students and aspiring CPAs. Check out their resources on their website at www.mncpa.org/becoming-a-cpa/accounting-students/.

The sooner you get involved in the accounting industry, the more opportunities you'll have to make valuable connections.



Redpath and Company Profile

Redpath and Company is a 100% employee-owned (ESOP) certified public accounting firm providing services for closely held businesses, government entities, and not-for-profit organizations. With a diverse client base spread across multiple business segments, the primary industries served include manufacturing and distribution, construction and real estate, and technology—with a specialty in serving other ESOP companies. Annual client revenues range from \$20M to over \$400M.

The firm is focused on providing core accounting services in the following areas: audit and assurance, business and personal tax, estate, gift, and trust tax, state and local tax, and sales and use tax. Advisory services—delivered through dedicated teams—include employee benefits, estate planning, financial planning, mergers and acquisitions, and business valuations.

Redpath and Company works with clients across the United States and maintains a large client base in Minnesota, North Dakota, South Dakota, Iowa, and Wisconsin. Through its affiliation with HLB international, a leading global network of independent accounting firms, Redpath and Company serves organizations with international operations as well.

Clients appreciate the hands-on attention and practical advice they receive, along with the firm's ability to deliver service by solving, not by selling. This approach is achieved through the Entrepreneurial Operating System® (EOS), also known as *Traction*, which the firm utilizes as its operations model. The model provides the foundation for a culture of accountability in which the client's best interests come first.

The firm started operations in 1971 and has experienced 100% organic growth since its inception. With offices located in downtown St. Paul and White Bear Lake, Minnesota, the firm ranks as one of the top CPA firms in the Twin Cities area.