STEP AWAY FROM THE TEXTBOOKS AND SHOW WHAT YOU KNOW.

Thousands of players have already had a crack at Bank On It® Now it’s your turn. This fun, interactive game will put the accounting principles you’re learning in the classroom to the test in a series of real-world scenarios. Play against the computer or challenge your classmates to this popular new game of wit, wisdom and ambition. Want in?

Play Bank On It at www.bankonitgame.com

TABLE OF CONTENTS

THE REAL DEAL:
Crunching Numbers for Groupon Inc. ........................................ P. 04 / 05

IF YOU WANT MY ADVICE........................................ P. 06 / 07

INSIDE THE THIS WAY TO CPA WINNER’S CIRLCE........ P. 08 / 09

BEHIND THE BADGE:
Being a CPA in the FBI .................................................. P. 10 / 11

ANSWER ONE QUESTION.
SEE WHAT HAPPENS.................................................. P. 12

THERE’S A NEW GAME IN TOWN.................................... P. 13

GETTING SOCIAL:
How to Protect Your Reputation in the Digital Age .............. P. 14 / 15

CITY PROFILE:
Washington, D.C. ..................................................... P. 16

SUMMER BREAK COULD BE YOUR BIG BREAK................. P. 17

NUMBERS THAT MATTER............................................. P. 18

Copyright ©2014, American Institute of CPAs, New York, NY. All rights reserved.
For information about the procedure for requesting permission to make copies of any part of this work, please email copyright@aicpa.org with your request.
Even at a young age, Jenni Weinacht knew numbers were cool. She loved math, and her father was an accountant, but we're willing to bet that neither of them imagined an accounting degree would lead her to a coveted gig at one of the world’s hottest start-ups—Groupon, Inc.

Never heard of it? Impossible. In 2009, this small, 100-person start-up company headquartered in Chicago was all the rage. Back when it was still private, Weinacht knew there was something to this group coupon idea and wanted in.

"I LOVED THE CONCEPT OF Groupon, AND THE IDEA OF WORKING AT A FAST-PACED COMPANY. SO WHEN A CONTROLLER POSITION POPPED UP, I JUMPED."

Jenni Weinacht, Director, Controller - Americas at Groupon, Inc.

Now that Groupon has gone public and become a household name, Weinacht recalls how her first job prepared her for her current role at Groupon as Director/Controller of Americas. She started out in auditing, where she learned how to work with a team—a skill she definitely uses today.

For her, a typical day includes managing teams in Chicago, Brazil and Chile, reviewing financial statements and keeping a close eye on deadlines. She also makes sure payments are processed properly so merchant partners get paid and Groupon can hold up their end of the bargain.

Sound like a lot of pressure? Weinacht admits that it can be a challenge, but she also enjoys watching the people on her team learn, grow and progress in their careers.

Want to follow in Weinacht's footsteps? She is a firm believer that the first step should be becoming a CPA. “Do it as close to graduation as possible. Life tends to get busier and busier the older you get,” she advises. Aspiring accountants, take note!
IF YOU WANT MY ADVICE...

The best people to point you in the direction of success are the people who have, at one point, been in your shoes. So, we asked real CPAs what advice they would give aspiring accountants about the working world.

Here’s what they had to say:

“Know when to say no. If you always say yes to optional tasks, you are saying no to other opportunities that could be more important.”  
—Elizabeth Pittelkow, Senior Accounting Manager

“Expect to be confused and uncertain for a while. There is a vast world of technical and business knowledge involved in the profession and it takes time to learn enough to feel comfortable. You will get there though, I promise.”  
—Sarah Brack, Senior Accountant

“Never stop working to improve yourself, others around you, and your workplace.”  
—Brett Jordan, Internal Auditor

“Seek out challenges and learning experiences. The only way you will grow is to get out of your comfort zone and to take on new things. Don’t be afraid to make a mistake. You will make a mistake! We all do! The most valuable learning experiences are generally the outcome of mistakes.”  
—Annie Delaney, Manager, Risk Management and Review

“Learn how to explain complicated issues to clients. In order to do that you need to be able to put it in words they can understand, and in order to do that you need to really understand the issue yourself.”  
—Bobby Schroeder, Tax Manager

“Become an expert in the technical side of accounting and you’ll be able to build a great career. Become an expert in using your accounting skills to help other people and you’ll be able to build a great lifestyle.”  
—Jeremy Sanders, Outsource CFO & Strategy Advisor

WANT SOME ADVICE ABOUT PASSING THE CPA EXAM?

STUDY, STUDY, STUDY

The average pass rate is just 49.5%
For college accounting majors, the AICPA’s annual accounting competition is the perfect place to shine. It’s a great learning experience and comes with a $10K award.

The 2013 competition winners, Competitive Pilot Accountants, hail from the University of Portland. Team members Tyler Desmaris, Martin McMahon, Ingrid Nelson and Michelle Siegal were tasked with helping their client get a grip on his finances and pursue his dream of building a music-based mobile app. As one of the teams with the most impressive personal financial plans, they were invited to go on a free trip to Washington, D.C. to present their ideas in-person to the judges. And under pressure, they delivered.

In addition to learning about accounting, participating in the competition taught them three gigantic lessons, which they will certainly take with them out into the real world:

1. **TIME MANAGEMENT IS ESSENTIAL.**
Juggling coursework, campus jobs and social lives was tough, but it can be done. A week after final exams, the team was pulling 14-hour days to make their presentation flawless.

2. **KNOWLEDGE IS POWER.**
There were topics the team was unfamiliar with, but that didn’t slow them down. They immersed themselves in information and research. Once they got comfortable with the topics, they were able to clearly communicate their ideas and recommendations without being overly technical.

3. **YOU CAN’T BE TOO PREPARED.**
The team had an audience critique their presentation before they jetted off to D.C. to face the judges. It gave them a chance to answer questions and make their answers bulletproof.

_Congrats, Competitive Pilot Accountants! You’re well on your way to CPA-hood._

---

**COOL CPA JOBS YOU DIDN’T KNOW EXISTED**

**FEATURED GIG:**
Wealth manager to star athletes.

**WHO HAS THIS JOB:**
Art Hurley, CPA, of Boca Raton, FL.

**ABOUT THE JOB:**
Teaching athletes the importance of smart spending just in case that jillion dollar contract falls through or an injury takes them out of the game for good.

**THE COOLEST PART ABOUT IT:**
Getting to meet sports legends.

**THE TOUGHEST PART ABOUT IT:**
Convincing clients not to buy crazy stuff like yachts, just because they can.
Have dreams of being both a government employee and an accountant? You’re not alone, actually. Ever since Christopher Straub was a kid, he wanted to be a Special Agent for the Federal Bureau of Investigation. As a CPA, he gets to live that dream every day.

RISING THROUGH THE RANKS
Straub definitely paid his dues to get to where he is today. As an accounting major at Central Michigan University, Straub got a strong start as an intern at Arthur Anderson in Detroit, MI. They must have been impressed, because after graduation, he was hired on full-time where he learned about the complex world of taxing U.S. citizens earning a living abroad. From there, he worked as a Forensic Accountant—until the FBI took notice of his skills.

ACCEPTING THE CHALLENGE
To many, realizing the FBI was interested in you would be super scary. To Straub, it was an honor and he jumped at the chance to attend the FBI Academy at Quantico. “I wanted to be able to train with some of the world’s best instructors and have an opportunity to experience Hogan’s Alley personally,” Straub explains. “I really wanted to be able to go out into the communities I was serving and be able to put criminals in jail, making the communities safer for everyone to live in and enjoy.”

WHAT THE FBI WANTS WITH CPAS
Who knew being a CPA could get the attention of the FBI? Well, actually, it kind of makes all the sense in the world. CPAs have to be pretty skeptical about the information they are given and that’s a great quality in an FBI Agent. You constantly have to gather facts and evidence in serious criminal cases. Also, both CPAs and FBI Agents have to approach their work with a very strategic, analytical lens. Starting to connect the dots?

WHY MONEY SKILLS MATTER
People do strange things for money, right? As a CPA, if you can track down shady financial transactions, you can often find the bad guy. Cars, money, houses, jewelry, boats—if the paper trail is hot, you may have a case. As a Special Agent with a CPA background, your financial analysis can make a huge difference in the lives of victims of crime. “There is nothing like seeing the face of a parent when you are able to successfully return their child to them after a kidnapping,” says Straub. This is the stuff that movies are made of, right?

A TYPICAL DAY
Really, there is no such thing as a “typical” day for FBI Special Agent Straub. He leads investigations about everything from narcotics to bank robberies to kidnappings. He executes search warrants, testifies in court and is responsible for creating his team’s annual budget. And he loves every minute. “The fact that each day is different and you always have to be ready to adapt to new and changing situations is part of what makes this job so exciting,” Straub tells us.

SOUND LIKE YOUR DREAM JOB, TOO?
Straub loves his job. He insists that there are fewer professions as challenging—and rewarding. However, investigating violent crimes and taking down drug kingpins isn’t for everyone. If it sounds a bit too stressful to you, fear not. Straub knew long ago that he wanted to be a Special Agent. But if that’s not your dream, he advises, “Always strive to achieve your goals. Don’t ever give up on what your dreams are even if you get knocked down.” And that’s an order!
THERE’S A NEW GAME IN TOWN

Wanna know what happens when a team of super cool accounting students put their minds together? Bank On It® happens. This fun, interactive online game is the perfect place to put the accounting skills you’re learning in the classroom to the test in real, working-world scenarios. It just launched in February 2014 and it’s already a hit.

Want proof? Check out these impressive stats:

-Bank On It players: 10,604
-Number of questions: 1,101
-Classroom codes activated: 1,836
-Games completed so far: 11,203

Hey educators! Check out your classroom’s activity via the classroom code.

Coming soon! The Bank On It Bracket Battle will be available online. So, start practicing now and you’ll be ready to be your class champ!

ANSWER ONE QUESTION. SEE WHERE IT TAKES YOU.

So what’s this pullout poster thing all about? Though it appears to be about how you work on classroom projects, it’s slightly more epic than that. The way you work now is probably how you will work in your future career and the sooner you know what your strengths are, the more you can flex them in pre-professional situations. Just answer the questions honestly and see where it takes you.

WHERE COULD YOU END UP?
Each corner of the poster represents one of four big personality types in the real, working world. There are no wrong answers. It will just give you some insight into your personal strengths.

WANT TO GUESS WHERE YOU FALL BEFORE YOU EVEN DIG INTO THE POSTER?
Read the descriptions below and see who you think you’re most like.

ORGANIZER BUNNIES
You do things by the book, hate to miss deadlines and always sweat the details. You are super organized and manage your time well.

BALANCING ACTS
You don’t get too stressed out about getting projects done. You keep things light and fun and prefer to think about the big picture before diving into the details.

DECISION MAKERS
You like a challenge and tend to do things yourself when you want them done (and done right). You take calculated risks when you know they’ll pay off.

SOCIAL BUTTERFLIES
You are friendly and collaborative. You enjoy working as a team and like when everyone can reach an agreement about how to move forward.

Think you already know your project personality type? Pull out the poster, follow the arrows and see how well you know yourself. You may be surprised!

Play Bank On It at www.bankonitgame.com
GETTING SOCIAL:
HOW TO PROTECT YOUR REPUTATION IN THE DIGITAL AGE

Pinterest and Instagram and Snapchat, oh my! Social media is unavoidable and undeletable. Everything you do or say online is etched in digital stone. Social media is a double-edged sword and we’ve probably only scratched the surface on what social media can help build—or destroy. So, as you Tweet away, remember:

**Social media is so now.**
The ability to be connected to anything, anywhere, anytime has only just begun. You can listen to a podcast with the world’s greatest minds, be a virtual witness at Kimye’s wedding or post a selfie of the President handing you a medal of honor for always doing your accounting homework. It’s good to know how to use social media, but you also have to know how to use it properly.

**Social media is so forever.**
Though formats may change, sharing info digitally is huge, and the truth is—everything that goes online, stays online. That’s great if you’re in the news each week for being valedictorian or for rescuing kittens out of trees, but not so great if you posted a rude rant about your school principal. Look, folks are still finding new hieroglyphs in the pyramids of Egypt. Assume your mark digitally could last even longer.

**OF ALL THE RULES OF SOCIAL MEDIA, HERE ARE A FEW THINGS TO KEEP IN MIND:**

*Only post stuff you’re ok with your parents seeing.*
You don’t want them finding out about that new tattoo via Twitter right? #Busted!

*Assume your dream college’s admission board or potential employer will see everything you post.*
True story: On the first day of class at a major university, one professor is known for announcing everything she knows about each student just from looking at their online profiles. Eye-opening? Yes. Mortifying? Double yes.

*Make sure your story adds up.*
If you do insist on posting your whereabouts, at least try to be slick about it. Don’t call out sick from work and then check-in online at a matinee. Rookie mistake.

When used properly, social media can be a great thing. It’s where plenty of pop artists and fundraising efforts have found a stage and where countless viral videos, flash mobs and startups began. So, get out there and socialize—responsibly.
Think high school is a little early to get a jump on a possible career track? Apparently not. More and more high schoolers are edging in on what used to be college student territory—internship opportunities. Here’s why:

**It could help you get into college.**
Colleges want to see that you’re serious about your future. Sure, you can be a lifeguard at the pool again this summer—or you could get an internship and show colleges that you’re really engaged.

**It could help you figure out what to study once you get there.**
The whole college experience is grand, but it has to come to an end at some point. An internship can give you a better idea of what you need to learn to do the job you think you want. Then when the day comes for you to go out into the working world, you’ll be ready!

**It could be paid.**
Hello, gas money! Not all summer internships for high school students are paid, some are. Even if it’s not paid, the insights you gather and the connections you make will definitely give you a treasure trove of experience.

**It could be easier than you think to snag one.**
Ask your parents or your friends’ parents if they know anybody who is offering internships. Tap your school’s guidance counselors. And of course, look online! If there’s someplace you want to intern, but they don’t have a formal internship program, send them a note or give them a call. You never know who will give you a shot unless you ask.

---

**SUMMER BREAK COULD BE YOUR BIG BREAK**

Think high school is a little early to get a jump on a possible career track? Apparently not. More and more high schoolers are edging in on what used to be college student territory—internship opportunities. Here’s why:

**It could help you get into college.**
Colleges want to see that you’re serious about your future. Sure, you can be a lifeguard at the pool again this summer—or you could get an internship and show colleges that you’re really engaged.

**It could help you figure out what to study once you get there.**
The whole college experience is grand, but it has to come to an end at some point. An internship can give you a better idea of what you need to learn to do the job you think you want. Then when the day comes for you to go out into the working world, you’ll be ready!

**It could be paid.**
Hello, gas money! Not all summer internships for high school students are paid, some are. Even if it’s not paid, the insights you gather and the connections you make will definitely give you a treasure trove of experience.

**It could be easier than you think to snag one.**
Ask your parents or your friends’ parents if they know anybody who is offering internships. Tap your school’s guidance counselors. And of course, look online! If there’s someplace you want to intern, but they don’t have a formal internship program, send them a note or give them a call. You never know who will give you a shot unless you ask.

---

**SUMMER BREAK COULD BE YOUR BIG BREAK**

Think high school is a little early to get a jump on a possible career track? Apparently not. More and more high schoolers are edging in on what used to be college student territory—internship opportunities. Here’s why:

**It could help you get into college.**
Colleges want to see that you’re serious about your future. Sure, you can be a lifeguard at the pool again this summer—or you could get an internship and show colleges that you’re really engaged.

**It could help you figure out what to study once you get there.**
The whole college experience is grand, but it has to come to an end at some point. An internship can give you a better idea of what you need to learn to do the job you think you want. Then when the day comes for you to go out into the working world, you’ll be ready!

**It could be paid.**
Hello, gas money! Not all summer internships for high school students are paid, some are. Even if it’s not paid, the insights you gather and the connections you make will definitely give you a treasure trove of experience.

**It could be easier than you think to snag one.**
Ask your parents or your friends’ parents if they know anybody who is offering internships. Tap your school’s guidance counselors. And of course, look online! If there’s someplace you want to intern, but they don’t have a formal internship program, send them a note or give them a call. You never know who will give you a shot unless you ask.

---

**SUMMER BREAK COULD BE YOUR BIG BREAK**

Think high school is a little early to get a jump on a possible career track? Apparently not. More and more high schoolers are edging in on what used to be college student territory—internship opportunities. Here’s why:

**It could help you get into college.**
Colleges want to see that you’re serious about your future. Sure, you can be a lifeguard at the pool again this summer—or you could get an internship and show colleges that you’re really engaged.

**It could help you figure out what to study once you get there.**
The whole college experience is grand, but it has to come to an end at some point. An internship can give you a better idea of what you need to learn to do the job you think you want. Then when the day comes for you to go out into the working world, you’ll be ready!

**It could be paid.**
Hello, gas money! Not all summer internships for high school students are paid, some are. Even if it’s not paid, the insights you gather and the connections you make will definitely give you a treasure trove of experience.

**It could be easier than you think to snag one.**
Ask your parents or your friends’ parents if they know anybody who is offering internships. Tap your school’s guidance counselors. And of course, look online! If there’s someplace you want to intern, but they don’t have a formal internship program, send them a note or give them a call. You never know who will give you a shot unless you ask.

---

**SUMMER BREAK COULD BE YOUR BIG BREAK**

Think high school is a little early to get a jump on a possible career track? Apparently not. More and more high schoolers are edging in on what used to be college student territory—internship opportunities. Here’s why:

**It could help you get into college.**
Colleges want to see that you’re serious about your future. Sure, you can be a lifeguard at the pool again this summer—or you could get an internship and show colleges that you’re really engaged.

**It could help you figure out what to study once you get there.**
The whole college experience is grand, but it has to come to an end at some point. An internship can give you a better idea of what you need to learn to do the job you think you want. Then when the day comes for you to go out into the working world, you’ll be ready!

**It could be paid.**
Hello, gas money! Not all summer internships for high school students are paid, some are. Even if it’s not paid, the insights you gather and the connections you make will definitely give you a treasure trove of experience.

**It could be easier than you think to snag one.**
Ask your parents or your friends’ parents if they know anybody who is offering internships. Tap your school’s guidance counselors. And of course, look online! If there’s someplace you want to intern, but they don’t have a formal internship program, send them a note or give them a call. You never know who will give you a shot unless you ask.

---

**SUMMER BREAK COULD BE YOUR BIG BREAK**

Think high school is a little early to get a jump on a possible career track? Apparently not. More and more high schoolers are edging in on what used to be college student territory—internship opportunities. Here’s why:

**It could help you get into college.**
Colleges want to see that you’re serious about your future. Sure, you can be a lifeguard at the pool again this summer—or you could get an internship and show colleges that you’re really engaged.

**It could help you figure out what to study once you get there.**
The whole college experience is grand, but it has to come to an end at some point. An internship can give you a better idea of what you need to learn to do the job you think you want. Then when the day comes for you to go out into the working world, you’ll be ready!

**It could be paid.**
Hello, gas money! Not all summer internships for high school students are paid, some are. Even if it’s not paid, the insights you gather and the connections you make will definitely give you a treasure trove of experience.

**It could be easier than you think to snag one.**
Ask your parents or your friends’ parents if they know anybody who is offering internships. Tap your school’s guidance counselors. And of course, look online! If there’s someplace you want to intern, but they don’t have a formal internship program, send them a note or give them a call. You never know who will give you a shot unless you ask.

---

**SUMMER BREAK COULD BE YOUR BIG BREAK**

Think high school is a little early to get a jump on a possible career track? Apparently not. More and more high schoolers are edging in on what used to be college student territory—internship opportunities. Here’s why:

**It could help you get into college.**
Colleges want to see that you’re serious about your future. Sure, you can be a lifeguard at the pool again this summer—or you could get an internship and show colleges that you’re really engaged.

**It could help you figure out what to study once you get there.**
The whole college experience is grand, but it has to come to an end at some point. An internship can give you a better idea of what you need to learn to do the job you think you want. Then when the day comes for you to go out into the working world, you’ll be ready!

**It could be paid.**
Hello, gas money! Not all summer internships for high school students are paid, some are. Even if it’s not paid, the insights you gather and the connections you make will definitely give you a treasure trove of experience.

**It could be easier than you think to snag one.**
Ask your parents or your friends’ parents if they know anybody who is offering internships. Tap your school’s guidance counselors. And of course, look online! If there’s someplace you want to intern, but they don’t have a formal internship program, send them a note or give them a call. You never know who will give you a shot unless you ask.
NUMBERS THAT MATTER

If you like numbers, you’ll love the numbers behind TOMS® Shoes. Famous for the idea of One for One®, the TOMS business model was designed to help a person in need with every product purchased. Here’s a snapshot of how, since 2006, things are adding up for this uber cool, uber generous company:

- **TOMS STARTED SELLING SHOES WITH 250 PAIRS IN STOCK.**
- **IN THE FIRST 6 MONTHS OF BEING IN BUSINESS 10k PAIRS OF TOMS WERE SOLD.**
- **TO DATE, TOMS HAS PROVIDED OVER 10 MILLION PAIRS OF SHOES TO CHILDREN IN NEED IN 60+ COUNTRIES.**

DEMAND FOR TOMS WAS 9x THE AVAILABLE ONLINE STOCK AFTER AN ARTICLE RAN ABOUT THEM IN THE LOS ANGELES TIMES.

THE TOMS MOVEMENT HAS EXPANDED TO EYEWEAR + COFFEE:

- *Since opening in 2011, TOMS eyewear has helped restore eyesight to 200,000+.*
- *For every bag of TOMS coffee sold, a person in need gets 1 week of clean water.*

CPA-hood comes with lots of perks. Now pre-CPA-hood does too.

Much like career options within the profession, the benefits that accompany it are nearly endless. And a *free* AICPA Student Affiliate membership can get those perks rolling in even sooner. Join today for access to exclusive scholarship opportunities, our annual case competition, industry news, valuable discounts and much more.

Learn about all the extras and join at ThisWayToCPA.com/CPAPerks.

If you like numbers, you’ll love the numbers behind TOMS® Shoes. Famous for the idea of One for One®, the TOMS business model was designed to help a person in need with every product purchased. Here’s a snapshot of how, since 2006, things are adding up for this uber cool, uber generous company:

- **TOMS STARTED SELLING SHOES WITH 250 PAIRS IN STOCK.**
- **IN THE FIRST 6 MONTHS OF BEING IN BUSINESS 10k PAIRS OF TOMS WERE SOLD.**
- **TO DATE, TOMS HAS PROVIDED OVER 10 MILLION PAIRS OF SHOES TO CHILDREN IN NEED IN 60+ COUNTRIES.**

THE TOMS MOVEMENT HAS EXPANDED TO EYEWEAR + COFFEE:

- *Since opening in 2011, TOMS eyewear has helped restore eyesight to 200,000+.*
- *For every bag of TOMS coffee sold, a person in need gets 1 week of clean water.*

CPA-hood comes with lots of perks. Now pre-CPA-hood does too.

Much like career options within the profession, the benefits that accompany it are nearly endless. And a *free* AICPA Student Affiliate membership can get those perks rolling in even sooner. Join today for access to exclusive scholarship opportunities, our annual case competition, industry news, valuable discounts and much more.

Learn about all the extras and join at ThisWayToCPA.com/CPAPerks.