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“Why did you choose TRB&S?”

Students at 1960 Professional Audit Training Program give revealing answers

SOMETHING NEW for the 1960 Professional Auditing Training Program was the survey given to all participants on the following questions:

Why did you choose the field of public accounting?

Why did you choose Touche, Ross, Bailey & Smart?

Why did you reject offers from other firms and companies?

Here's what they said —

An overwhelming majority of our new people chose the field of public accounting because of the diversified experience it offers. Secondary reasons include the professional appeal of public accounting and the fact that it is a good training ground for a career in business. As to why they chose TRB&S, here are some comments quoted directly.

“Besides a high reputation, I sensed a very friendly atmosphere at TRB&S.”

“The firm is dynamic and aggressive and I felt I wanted to be a part of it.”

“The atmosphere of the office and the personnel I met while visiting the office led me to choose TRB&S. I was also impressed with the growth record of the firm and future prospects.”

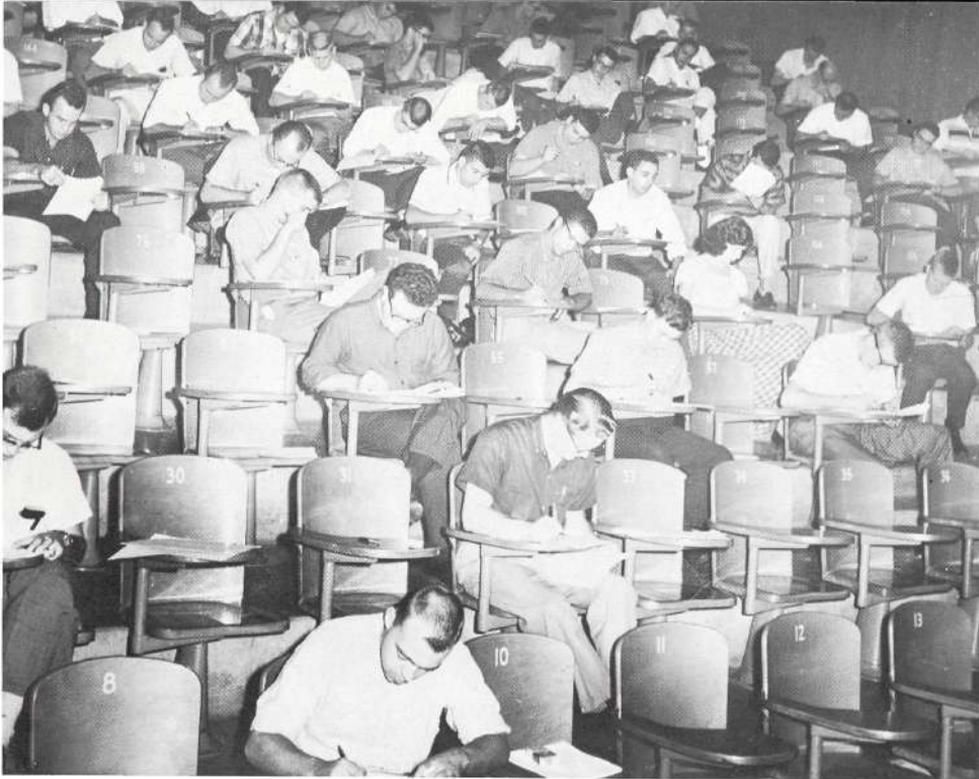
“The type of people I met while visiting the office definitely decided for me that this was a firm I would enjoy working for. It wouldn't be just a job.”



On their way to class on Northwestern campus are (l-r) Perry Cohen, Detroit; Dick Bonini, Vincent Grignano and Barry Borodkin, all of New York; and Jerry Wheeler, Dale Middleton and James Hunter, Dayton.

"I believe the firm's training programs when coupled with an individual's own initiative will complement each other in a continuing accounting education. Also, the caliber and type of people I met while interviewing with the firm gave me the impression that it attracted top quality personnel."

"While visiting the firm I was impressed by the quality of personnel from Junior to Partner, and with the excellent treatment of staff which is offered by the firm. The firm gives its staff a maximum of opportunity to contribute and to advance."



Final examination—it took three hours to write.

Planning a busy two weeks are (l-r) group leaders James Clemens, Detroit; Virgil Elkinton, Portland; William Griscom, San Francisco; Curtis Verschoor, Director of Education; Lou Robertson, Milwaukee; and Dane Charles of Dayton.



Why they rejected offers from other firms

"Besides a high reputation I sensed a very friendly atmosphere in TRB&S as opposed to a more formal atmosphere present in other firms."

"None of the other firms I interviewed had the professional attitude of TRB&S plus the casual and sincere feeling among the personnel. At TRB&S one finds all the advantages and opportunities for advancement that are offered elsewhere but also finds a friendlier atmosphere and more diversified engagements."

The importance of the impression created by the recruiter is illustrated in the following comments.

"The general impression I received from the recruiter from other firms was that of dissatisfaction. He gave evasive answers and also created an unfriendly atmosphere."

"I was not favorably impressed by the interviewers."

The outlook for rapid advancement opportunities and diversified experience is important in the minds of many.

"I felt that none of the other firms could match the opportunities TRB&S offered me."

"Although other firms offered more money they didn't have the diversification TRB&S had."

The size of the office was important in the minds of some.

"Some firms were too big and I felt I would be lost in the shuffle."

"Some firms were too large, some were too impersonal, some were too small. With some I didn't like the personnel policies."

As in previous years, the Professional Auditing Program was held on the Northwestern Campus at Evanston, Illinois. Dates this year were August 14-26. Attendance was 122 students, 20% more than the largest group of prior years.