

BROCHURE – UPDATED 9/16/11

CERCA

FALL MEETING

OCTOBER 12, 2011
8:30 AM–4:00 PM

MARRIOTT CRYSTAL GATEWAY HOTEL
ARLINGTON, VIRGINIA

**Featuring a Keynote Address by Commissioner
Douglas H. Shulman, Internal Revenue Service**

Celebrating One Billion E-Filed Returns!

*Be sure to check
www.cerca.org
for frequent updates!*

Presented by



Council for
Electronic
Revenue
Communication
Advancement

ABOUT THE MEETING

Speakers at CERCA FALL will include:

- ▶ **Commissioner Douglas H. Shulman, Internal Revenue Service**
- ▶ **David Williams, Director, Return Preparer Office, Internal Revenue Service**
- ▶ **Lawrence Gibbs, Partner, Miller & Chevalier, and formerly, Commissioner, Internal Revenue Service**
- ▶ **Brad Smith, President & CEO, Intuit**
- ▶ **Tom Bloch, Author, “Many Happy Returns” and “Stand for the Best,” and, formerly, CEO, H&R Block**
- ▶ **Lenny Holt, Director, Business Development, Santa Barbara TPG, and, formerly, Chief, Operations and Marketing Branch, Electronic Filing Project Office, Internal Revenue Service**
- ▶ **Ross Longfield, formerly, President, Beneficial Tax Masters**
- ▶ **Lauretta Brown, Client Relationship Executive, Public Sector, Capgemini Government Solutions**
- ▶ **Kerri Gibson, Product Line Manager, CCH Small Firm Services**
- ▶ **Mike Cavanagh, Executive Director, CERCA**

Pre-conference activities on October 11:

CERCA Committees will meet on the afternoon and early evening of the 11th, and the customary informal reception will be held later that evening.

ABOUT THE MEETING

Key topics will include:

- ▶ **Celebrating One Billion E-Filed Returns!**
- ▶ **New Structure for IRS Electronic Tax Administration**
- ▶ **Return Preparer Initiative Update**
- ▶ **Key Season Issues Including Threat of Late Legislation**
- ▶ **Social Media Innovation in the Tax Industry**
- ▶ **Industry Leaders Recall Launch of E-File in 1980s**
- ▶ **Evolving Issues for IRS and Health Care (ACA) Implementation**
- ▶ **ETAAC Security Recommendation Implementation Issues**
- ▶ **1040 MeF**
- ▶ **Tax Reform & Deficit Initiatives**

E-File Passes One Billion Individual Returns

On June 9, IRS announced that the total number of individual returns that have been e-filed topped the one billion mark. What's more, the number of returns filed electronically in a single year jumped yet again this season and now surpasses 100 million, just short of 80% of all taxpayers. E-File began with a very small pilot project in 1986.



Please Register Me For:



FALL MEETING

ARLINGTON, VA
October 12, 2011



Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

E-Mail _____

Registration Fees

Members: \$450 • Non-Members: \$550

On-Site (After October 10): Add \$25

of member registrations _____ @ \$ _____

of non-member registrations _____ @ \$ _____

TOTAL PAYMENT: _____

Special Group Discount Rate!!
Take **\$55 off** each conference fee when registering four or more employees at one time.

To receive this discount, you must register at least four employees of one organization at the same time, and all must be paid in full.

Payment Method:

I have enclosed a check for registration fee (payable to CERCA)

Please charge registration fee to the following credit card:

American Express

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Credit Card # _____ Exp. Date _____

Cardholder Name (please print) _____

Cardholder Signature _____

Conference Information

The conference will be held October 12, 2011, at the Marriott Crystal Gateway Hotel, 1700 Jefferson Davis Highway, Arlington, VA 22202. Please make checks payable to CERCA, or charge the fee to a credit card, above. Cancellations in writing by October 10 will entitle the registrant to a full refund minus a standard \$25 processing fee. After October 10, no refund will be issued. Substitutions (for the full conference) will be allowed at any time without penalty. Sleeping rooms are available at the Marriott Crystal Gateway Hotel for \$249 single/double. To receive this preferred rate, call the hotel directly at 1-800-228-9290, and say you are with the "CERCA" or "Council for Electronic Revenue Communication Advancement" block of reserved rooms. Please call the hotel promptly in order to be assured a room.

Please fax or mail this form to:



Council for
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