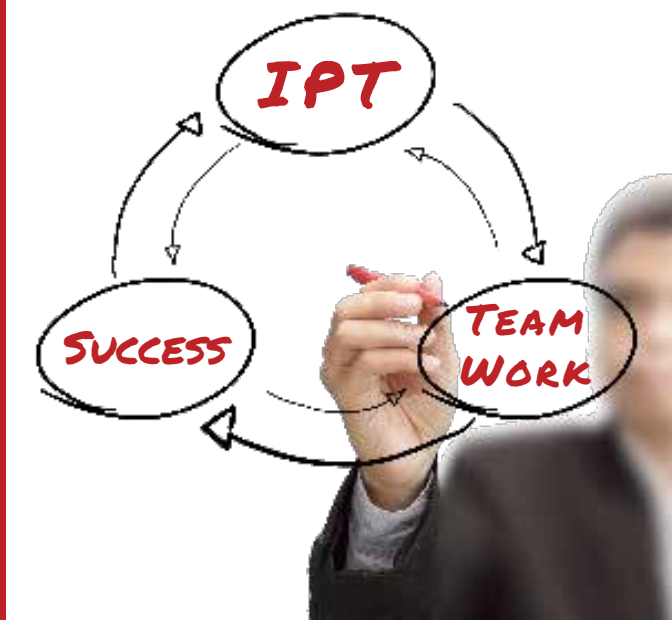


Institute for Professionals in Taxation®

38th Annual Conference



2014

June 29 - July 2  Phoenix, AZ



IPT 2014 Annual Conference Program At-A-Glance



Sunday, June 29, 2014	
4:00-5:00pm	Annual Meeting of Members
5:00-5:30pm	Welcome New Members
5:30-7:30pm	Opening Reception - Exhibits Open
Monday, June 30, 2014	
7:00-8:15am	Pre-Session Continental Breakfast - Admittance is by badge only
8:30-9:00am	Opening of Conference - Welcome & Introductions
9:00-10:15am	Keynote Session: The Economic Outlook: William F. Fox, Ph.D.
10:30-Noon	Keynote Session: Ethical Lapses: Marianne Jennings, Esq.
Noon-1:00pm	Lunch in Exhibit Hall - Exhibits Open
1:00-2:00pm Monday Concurrent Breakout Sessions (Select One)	
Credits & Incentives	Tax Incentives & Real Estate: Combined Strategy for Success
Income Tax	Up to Bat: The Grand Slams v. Biggest Strikeouts of 2013 State Update: Best and Worst Cases
Property Tax	Dealer's Heavy Equipment Inventory Tax in Texas
	Selling the Obsolescence Argument (External & Functional) (repeated at 2:15pm)
	Is Your Tax Team Playing at Full Strength or Short Handed . . . (repeated at 2:15pm)
	Tips & Insights for Data Mining to Support Property Tax Programs
Sales Tax	State Trends in Auditing (repeated at 2:15pm)
	Digital Goods & Cloud Computing - Sales Taxation of the Future (repeated at 2:15pm)
	Navigating the Roadmap to Complex Reporting Requirements of ASC 450 (repeated at 3:30pm)
	Officer Liability - How to Keep your Boss out of Trouble (repeated at 3:30pm)
2:15-3:15pm Monday Concurrent Breakout Sessions (Select One)	
Credits & Incentives	Hitting a Home run with Veterans
Income Tax	"Another Overtime": Dealing with Never-Ending Statutes of Limitations
Property Tax	Is Your Tax Team Playing at Full Strength or Short Handed . . . (repeated from 1pm)
	Selling the Obsolescence Argument (External & Functional) (repeated from 1pm)
	Real Property Owners are in for Rough Waters (repeated at 3:30pm)
	Maximizing Technology to Streamline Data for Personal Property Taxes (repeated at 3:30pm)
Sales Tax	State Trends in Auditing (repeated from 1:00pm)
	Digital Goods & Cloud Computing (repeated from 1:00pm)
	Bundled Transactions - Ways to Ensure the Sales Tax Is Correct (repeated Tues. at 1:00pm)
	Accounting for Sales Tax Professionals (repeated Tues. at 1:00pm)
3:30-4:30pm Monday Concurrent Breakout Sessions (Select One)	
Credits & Incentives	Enterprise Zones: Is the Fad Over?
Income Tax	State Implications of International Transactions
Property Tax	Real Property Owners are in for Rough Waters (repeated from 2:15pm)
	Maximizing Technology to Streamline Data for Personal Property Taxes (repeated from 2:15pm)
	Inventory Reporting: Securing Market Value and Exemptions from Assessors
	California's Title Fight - Personal Property vs Real Property
Sales Tax	Officer Liability - How to Keep your Boss out of Trouble (repeated from 1:00pm)
	Navigating the Roadmap to Complex Reporting Requirements of ASC 450 (repeated from 1:00pm)
	Don't Punt When It Comes to Intercompany Transactions (repeated on Tuesday at 2:15pm)
Sales Tax	Sourcing - Origin versus Destination versus . . . (repeated Tuesday at 2:15pm)
5:30-7:30pm	Reception Honoring Past Presidents in Exhibit Hall - Exhibits Open
Tuesday, July 1, 2014	
6:30-8:00am	Pre-Session Continental Breakfast - Admittance is by badge only
8:15-9:30am	Keynote Session: "Turning Boos into Cheers" How Effective are You? Walt Coleman, Referee
9:45-10:30am	Presentation of Awards
10:30-11:45am	General Session: Tax Reform and What it Means to You
11:45-1:00pm	Lunch in Exhibit Hall - Exhibits open

Tuesday Concurrent Breakout Sessions (Select One)	
1:00-2:00pm	Emerging Trends & Issues in Tax Credits and Incentives
Credits & Incentives	Pitching the Perfect Game: Best Practices for Administrative Procedures
Income	Canadian Property Tax 101 (repeated at 2:15pm)
Property	Possessory Interests are a Whole New Ball Game (repeated at 2:15pm)
	Depreciation in the Context of Real and Personal Property Assessments (repeated at 2:15pm)
	Emerging Trends and Issues in Credits and Incentives
Sales	Bundled Transactions - Ways to Ensure the Sales Tax Is Correct (repeated from Mon. at 2:15pm)
	VAT Developments in the European Union
	Accounting for Sales Tax Professionals (repeated from Monday at 2:15pm)
	Contract Planning (repeated at 3:30pm)
2:15-3:15pm Tuesday Concurrent Breakout Sessions (Select One)	
Credits & Incentives	Credits & Incentives Recapture - Developing a Game Plan to Avoid Fouling Out
Income Tax	Provision Season: What's Your Game Plan? ASC 740/FIN 48; Top 10 (13-14 Lessons Learned)
Property Tax	Canadian Property Tax 101 (repeated from 1:00pm)
	Possessory Interests are a Whole New Ball Game (repeated from 1:00pm)
	Depreciation in the Context of Real and Personal Property Assessments (repeated from 1:00pm)
	Separating Real Property, Personal Property, & Intangible Business Assets (repeated at 3:30pm)
Sales Tax	Sourcing - Origin versus Destination versus . . . (repeated from Monday @ 3:30pm)
	Don't Punt When It Comes to Intercompany Transactions (repeated from Monday @ 3:30pm)
	Credit and Incentives Recapture - Developing a Game Plan to Avoid Fouling Out
	Technology: The Tax Professional's New Best Friend (repeated at 3:30pm)
3:30-4:30pm Tuesday Concurrent Breakout Sessions (Select One)	
Credits & Incentives	Qualitative and Quantitative Factors of Site Selection
Income Tax	Get a Grip on Combined Reporting: A Case Study
Property Tax	Separating Real Property, Personal Property, & Intangible Business Assets (repeated from 2:15pm)
	Washington Makes a National Error
	Process Plants & Factories "A Winning Game Plan for Industrial Property Tax Appeals"
	A Relentless Ground Game: Assessment of Salt Cavern Storage Facilities-Real or Personal?
	Technology: The Tax Professional's New Best Friend (repeated from 2:15pm)
Sales Tax	Gross Receipts - Taxing States
	Contract Planning (repeated from 1:00pm)
	The Pros and Cons of Outsourced Compliance
6:00-10:00pm	Tailgate party
Wednesday, July 2, 2014	
6:45-8:15am	Pre-Session Continental Breakfast - Admittance is by badge only
8:30-9:30am	Wednesday, July 2, 2014 Concurrent General Sessions (Select One)
Credits & Incentives	Review of the EY Credits & Incentives Survey
Income Tax	Taxpayer Calls a "Flag on the Play": Requesting or Challenging Alternative Apportionment
Property Tax	Analyzing Complex Appraisals to Find the Foul Plays
Sales Tax	Current Developments in Sales and Use Taxation
9:45-10:45am	Wednesday, July 2, 2014 Concurrent General Sessions (Select One)
Credits & Incentives	South & Southwest Update on Changes with Select Key Credits and Incentives
Income Tax	Down but not out: The Revitalization of the Due Process Clause
Property Tax	New Challenges to Appraisal Adjustment Grids
Sales Tax	Update on the Nexus Battles
11:00-12Noon	Wednesday, July 2, 2014 Concurrent General Sessions (Select One)
Credits & Incentives	Chicago Property Tax Incentives
Income Tax	State Updates: NY, IL, CA & TX
Property Tax	Double Taxation
Sales Tax	Procedural Traps & Missed Opportunities – Don't Ruin Your Chances for Refund/Appeal

Saturday, June 28, 2014

2:00-5:00pm

Early Registration

Sunday, June 29, 2014

2:30-7:30pm

Registration

4:00-5:00pm

Annual Business Meeting

- Election of officers and members to the Board of Governors.
- Discussion of Institute business and plans.

5:00-5:30pm

Welcome New Members:

An Introduction to IPT for new members and first-time attendees.

IPT President:

Arlene M. Klika, CMI
Schneider

Membership Promotion

Committee Chair:

Carolyn C. Shantz, CMI, CPA
Superior Energy Services

Annual Conference Overall

Chair:

David H. LeVan, CMI
Advantax Group, LLC

5:30-7:30pm

Exhibits Open

This is an excellent opportunity to view products and meet professional providers of services of interest to property, income, and sales tax professionals.

5:30-7:30pm

Opening Reception

Welcome to Phoenix! Catch-up with old friends, meet new acquaintances and visit the exhibits. Reception is included in the Conference registration fee. Spouses/guests register for this event via supplemental fee. Admittance is by badge/ticket.

Reception Sponsor: Insight for PTMS

Monday, June 30, 2014

7:00-8:15am

Pre-Session Continental Breakfast

Admittance is by badge only.

Breakfast Sponsor: Crowe Horwath LLP

7:00am-5:00pm

Registration Continues

8:30-9:00am

Opening of Conference:

Welcome by IPT President:

Arlene M. Klika, CMI
Schneider

Annual Conference Overall Chair:

David H. LeVan, CMI
Advantax Group, LLC

9:00 - 10:15 am

Opening Keynote Session: The Economic Outlook: A Home Run or Should We Hope for a Double?

This session places recent economic data and events in context and relates them to current eco-

omic outcomes such as inflation, GDP growth, and employment. Major policy issues will be discussed, including entitlements, tax structure, and national debt. The implications of these policies on the long run and short run US economy will be discussed. Broad regional trends will be discerned and effects on state tax revenue will be described.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Recognize the major economic factors that will determine overall economic performance during 2014/2015
- ▶ Discern the likely performance of GDP and employment during the next year
- ▶ Describe the key determinants of the federal deficit and relationship between the deficit and debt
- ▶ See the relationship between economic growth and tax revenue performance
- ▶ Relate significant public policy issues to economic performance.
- ▶ Consider how public policy decisions affect long run economic outcomes

Speaker:

William F. Fox, Ph.D.
Chancellor's Professor,
William B. Stokely Distinguished
Professor of Business,
Director of the Center for Business
& Economic Research
The University of Tennessee
Knoxville, TN

Break Sponsor: Fandl, LLC

10:30 - 12 noon

Keynote Session: End Runs: A Look at the Ethical Lapses Tax Professionals Use to Get Ahead, But Only Temporarily

A review of the ethical difficulties tax professionals have been involved in, what went wrong, and how to prevent ethical lapses by individual professionals and in organizations.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Describe the areas of ethics for which tax professionals have vulnerability
- ▶ Explain the psychological deflections professionals use to find comfort as they cross ethical lines
- ▶ List the prevention tools that help professionals and organizations avoid ethical lapses
- ▶ Describe the ways to raise ethical issues and help other professionals avoid ethical lapses

Speaker:

Marianne Jennings, Esq.
Emeritus Professor of Legal and
Ethical Studies
Arizona State University
Tempe, AZ

12 noon-1:00pm: Lunch in Exhibit
Hall - **Exhibits Open!**

- ▶ The program for Income Tax continues on page 14
- ▶ The program for Property Tax continues on page 22
- ▶ The program for Sales Tax continues on page 37



Monday, 1:00-2:00pm

First and Goal: Tax Incentives & Real Estate, A Combined Strategy for Success

Does real estate drive tax or tax drive real estate in location economics? Location has always been a critical component of business success and this session will identify real estate factors with the potential to greatly affect tax incentives.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Identify critical real estate components of a project
- ▶ Dissect each industry type and associated tax component
- ▶ Apply tax incentive analysis to real estate components
- ▶ Prepare tax incentive strategy and align with site location process
- ▶ Negotiate for optimal tax incentives based on real estate needs

Speakers:

Jubal Smith, CEcD

Executive Vice President Location Economics Practice
JLL
Dallas, TX

Eric R. Nieukirk

Global Economic Development Manager
Caterpillar Inc.
Peoria, IL

Monday, 2:15-3:15pm

Hitting a Home Run with Veterans

Today, there is a strong focus in the United States to put veterans to work. Many federal and state agencies have designed programs specifically for veterans and many companies have pledged to hire veterans. This session will focus on several job programs designed with hiring veterans in mind as well as provide information on the ever changing landscape of job-based tax credits. The session will provide information about the Department of Labor's Office of Federal Contract Compliance Programs (OFCCP) and how companies subject to these requirements may potentially benefit from them.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Identify if their organization may be subject to the Office of Federal Contract Compliance Program mandates
- ▶ Identify which job-based tax incentive programs are focused on hiring veterans
- ▶ Examine the different requirements of each program
- ▶ Develop a plan to capture the veterans job-based tax incentives

Speakers:

Marcus Panasewicz

Senior Manager
Deloitte Tax LLP
Los Angeles, CA

Second Person TBD

Monday, 3:30-4:30pm

Are Enterprise Zones Striking Out: Is the Fad Over?

Responding to the national economic crisis in the early 80's, enterprise zones were being created throughout the U.S. at an astronomical rate. More than thirty years later, this session will delve into what has become of these zones and how corporations are still saving millions by being located in them. The presenters will discuss the evolution of enterprise zones throughout the country, how the benefits have changed and where companies can still receive tremendous financial benefit.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Explain the background and history of enterprise zones in the U.S.
- ▶ Examine the status of enterprise zones in states across the country
- ▶ Identify enterprise zone benefits companies have been receiving and how they are evolving
- ▶ Assess where the benefits outweigh the administrative burden
- ▶ Summarize the trends with enterprise zone programs throughout the country

Speakers:

Brittany Mack
 Manager, Tax Credits & Incentives
 Walgreen Co.
 Deerfield, IL

Steven McClure
 President
 Opportunity Alliance, LLC
 Springfield, IL

Monday, 5:30-7:30pm

Reception Honoring Past Presidents - Exhibits Open

Reception is included in the Conference registration fee. Spouses/guests register for this event via supplemental fee.

Reception Sponsor:
DuCharme McMillen & Associates, Inc.

Tuesday, July 1, 2014

6:30-8:00am
Pre-Session Continental Breakfast
 Admittance is by badge only.

Tuesday, 8:15-9:30am

Keynote Session:
"Turning Boos into Cheers" How Effective are You?

In the midst of chaos how do you respond as a leader? Walt Coleman has spent the last 25 years being cheered by hundreds and booed by millions. His experiences

as a referee in the NFL gives him first-hand knowledge. He will offer his suggestions on how you survive in today's negative society.

Speaker:

Walt Coleman
 Referee, National Football League
 Controller, Hiland Dairy
 Little Rock, AR

Tuesday, 9:45-10:30am

Presentation of Awards

The Institute will announce the recipients of the 2014 Awards Program and recognize the contributions made by these volunteers.

Awards Committee Chair:
Nancy Flagg, CPA
 Ernst & Young LLP

Tuesday, 10:30-11:45am

Tax Reform and What It Means To You

What are the states doing from a tax perspective to stimulate growth and attract capital investment? Many states are taking different approaches to tax reform including tinkering with economic incentives, enterprise zones, property taxes, sales tax and income tax. Now that most state legislative sessions are over, there may be plenty of new opportunities that your business may be able to take advantage of. True tax reform is in the eye of the beholder. Learn about the good, bad and the ugly directly from two preeminent experts in the field.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Develop an understanding of the current economic and political forces shaping tax reform
- ▶ Recognize the different approaches to tax reform coming out of legislative bodies across the nation
- ▶ Identify specific opportunities brought about by tax reforms from which attendees may benefit
- ▶ Become aware of pitfalls or restrictions that may limit participation in tax reform opportunities

Speakers:

Harley T. Duncan
 Tax Managing Director
 KPMG LLP
 Washington, DC

Joseph Henchman, Esq.
 Vice President, Legal & State
 Projects/Operations
 Tax Foundation
 Washington, DC

11:45am-1:00pm

Lunch in Exhibit Hall Exhibits open

Lunch is included in Conference registration fee for conferees.

Luncheon Sponsor:
Tax Matrix



Tuesday, 1:00-2:00pm

Alley-oop! It Takes Two to Make the Play: Trends and Issues in Tax Credits and Incentives

In this session, the speakers will present an overview of various emerging trends and issues facing the Credits and Incentives industry. This session will review the movement towards negotiated incentives from statutory credits, compliance issues and best practices, the movement towards performance-based programs and the need to review recurring capital for incentive opportunities. The speakers will provide real-life examples, review practical solutions and best practices for navigating through the issues.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Identify the new emerging trends in the Credits and Incentives industry
- ▶ Formulate methods to maximize incentives
- ▶ Review best practices to avoid clawbacks
- ▶ Evaluate process for the identification of projects
- ▶ Analyze solutions for maintaining incentive compliance requirements

Speakers:

Kathleen H. Alfano, CPA
Senior Director, Economic Development and Tax Incentives
PepsiCo, Inc.
Plano, TX

Tim Schram, CPA
Managing Director
Grant Thornton LLP
Chicago, IL

Tuesday, 2:15-3:15 pm

Credit and Incentives Recapture - Developing a Game Plan to Avoid Fouling Out

Credits and incentives are an important tool to help a business add significant value to its bottom line. Executed correctly, the tax personnel responsible for the impact will receive recognition for the resulting benefits and become the tax department MVP. However, if the benefits are not entirely received because the credits and incentives are clawed back or recaptured, which can occur under a myriad of circumstances, you will have fouled out. In this session, the panelists will cover key factors in negotiating and documenting credits and incentives to effectively obtain the benefit on the front-end, as well as developing a game plan to ensure compliance and full realization of the benefit on the back-end, specifically including managing the risks associated with clawback provisions.



Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Discuss best practices in negotiating credits and incentives
- ▶ Define the types of credits and incentives and the different methods to obtain them
- ▶ Recall common clawback clauses embedded in incentives agreements
- ▶ Assist in negotiating clawback clauses beneficial to all parties
- ▶ Outline a game plan to effectively reduce the risk of recapture

Speakers:

Mary T. Benton, Esq.
Partner
Alston & Bird, LLP
Atlanta, GA

Alice M. Nolen, Esq.
National Practice Leader – Tax Credits and Incentives
Experis
Atlanta, GA

Tuesday, 3:30-4:30pm

Qualitative and Quantitative Factors of Site Selection Useful During a Power Play

It's not every day (or every year) that companies make a decision to establish a new facility. There are many qualitative and quantitative factors that are a part of the decision-making process. Evaluating the right criteria can make the dif-

ference between selecting a good site – or a great site.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Explain how upfront planning and assembling the right team can make a difference in the site selection process
- ▶ Identify the variety of criteria that can be used in the site selection process
- ▶ Discern why a good deal on paper doesn't always translate to a good deal in reality
- ▶ Recognize that your tax situation makes a difference in the negotiation process

Speakers:

Julia S. Bragg, CMI, CPA
Director, SALT Credits & Incentives
International Paper Company
Memphis, TN

Christine Bustamante
Principal
KPMG LLP
Columbus, OH

Kyle Caruthers
Director, Operating Taxes
The Coca-Cola Company
Atlanta, GA

Tuesday, 6:00 -10:00pm

Tailgate Party

It's almost "Kick-off" time! Join us for the Tailgate Party of the year. Theme-based activities, along with a special menu, have been planned for your networking enjoyment.

Included in the Conference registration fee. Spouses/guests register for this event via a supplemental fee. Admittance is by badge/ticket.

**Tailgate Party Sponsor:
Marvin F. Poer and Company**

Wednesday, 6:45-8:15am

Pre-Session Continental Breakfast

Admittance is by badge only.

Wednesday, 8:30-9:30am

Stats! Stats! And More Stats! An In-Depth Review of the EY Credits and Incentives Survey

Learn how Fortune 1000 companies manage their incentive practices through the results of EY's 2013 Credits and Incentives survey. How do the survey results differ from the 2011 survey and across industries? Know the main elements of best practices: centralization, global teaming, research, negotiation, internal and external reporting

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Identify best practices of Fortune 1000 companies as it relates to incentives
- ▶ Distinguish differences in surveys and the trends in incentives
- ▶ Compare incentives used in different industries

- ▶ Evaluate strategies used in different organizations for reporting purposes

Speakers:

Karen Hensley-Chelstowska, CPA
Partner
Ernst & Young LLP
Dallas, TX

Second Speaker TBA

Wednesday, 9:45-10:45am

Lobos, Tigers, Sooners, Oh My! South and Southwest Update on Changes with Select Key Credits and Incentives

This session will focus on recent policy, legislative, and ruling changes with regard to a few key select credits & incentives. The specific credits and incentives that will be discussed are widely used by many companies growing or expanding in the South and Southwestern US. The changes include both favorable and unfavorable changes and may affect a number of companies as they consider expansion in Texas, New Mexico, Oklahoma, Louisiana and other parts of the South and Southwestern US.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Identify policy, legislative and ruling changes affecting businesses expanding in Texas, New Mexico, Oklahoma, and Louisiana
- ▶ Determine if the changes to the incentive programs discussed affect current and/or future operations of company's or client's business
- ▶ Compare the differences between how the specific incentive programs discussed have changed over the past year
- ▶ Convey the favorable and unfavorable incentive program changes to necessary decision stakeholders within a business organization

Speakers:

Jesse D. Broderick, CPA
Managing Partner
Sumit Credits, LLC
Watson, LA

Second Speaker TBA

Wednesday, 11:00am-12:00Noon

PTI: Pardon The Interruption? No, Property Tax Incentives! Discover the Brass Tacks of Chicago Property Related Incentives

An overview of available Chicago land incentives, focusing on site-

specific and property-tax based incentives. This session will include a discussion of program basics, target projects, monetization considerations, timelines and approval processes, and annual compliance requirements for City of Chicago TIFs and Cook County property tax incentives.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Identify program and potential opportunities in Chicago's incentives arena
- ▶ Identify the key program requirements of receiving and maintaining these benefits will be discussed.
- ▶ Evaluate potential complications and examine processes to receive benefits
- ▶ Analyze program benefits v. advocacy and compliance costs

Speakers:

Jennifer A. Carroll, Esq.
Manager
True Partners Consulting
Dallas, TX

Second Speaker TBD

12:00 Noon: Program Concludes



Monday, 1:00-2:00pm

Income Tax Concurrent Session: Up to Bat: The Grand Slams v. Biggest Strikeouts of 2013 State Update: Best and Worst Cases

This session will focus on the best and on some of the worst income tax decisions of the past year and provide insight on what went right and what went wrong in the litigation. The speakers will discuss the reasoning behind these decisions and analyze what factors each court took into consideration in coming to these diverse outcomes.

Learning Objectives:

After attending the session, the participant will be able to:

- Identify the emerging issues and trends in state income tax
Appreciate that the early development of the facts and evaluation of the legal issues is a key factor in successful litigation
Identify trends in the SALT area in order to anticipate potential problems and identify potential solutions
Identify litigation positions that taxpayers and states are currently taking; and issues affecting positions multistate taxpayers may take in the future and improve ability to discern "when to hold 'em", e.g. litigate the matter, and when to "fold 'em"

Speakers:

William M. Backstrom, Jr., Esq. Attorney/Partner Jones Walker LLP New Orleans, LA

Marilyn A. Wethekam, Esq. Partner Horwood Marcus & Berk Chartered Chicago IL

Monday, 2:15-3:15pm

Income Tax Concurrent Session: "Another Overtime": Dealing with Never-Ending Statutes of Limitation

Statutes of limitations serve the important function of providing closure for tax matters. But, there are many ways for general statutes of limitation to be extended. Do you know what they are? Have you considered the possibility of extended statutes of limitation when setting up and releasing reserves? Is it ever safe to toss your tax records?

Learning Objectives:

After attending the session, the participant will be able to:

- Identify potential situations that can trigger extensions of general statutes of limitation
Evaluate the risks of potential extensions
Consider the implications of indefinite extensions of the statute of limitations



- Become familiar with mechanisms to close the statute of limitations
Discuss how indefinite statutes of limitations impact resolution of tax matters

Speakers:

Beth Carson, Esq. Senior Associate General Counsel - Tax Wal-Mart Stores, Inc. Bentonville, AR

Mark A. Loyd, Esq. Partner and Chair, Tax & Finance Group Bingham Greenebaum Doll LLP Louisville, KY

Monday, 3:30-4:30pm

Income Tax Concurrent Session: Casting a Wide Net on International Transactions: State Implications of International Transactions

As companies engage in cross-border transactions with growing frequency, states increasingly look beyond the federal income tax return to evaluate companies' state income tax liabilities. Several states have broadened their focus on tax havens. This session will provide an overview of federal tax law and international tax treaty concepts. The panel will then explore state tax issues—including nexus, unitary combined reporting and water's edge filings, and apportionment—that multi-national

companies must consider when planning their cross-border transactions.

Learning Objectives:

After attending the session, the participant will be able to:

- Examine key international income taxation concepts, including subpart F income; effectively connected income (ECI); fixed, determinable, annual or periodical income (FDAP); controlled foreign corporations (CFCs); and permanent establishments (PEs)
Evaluate the state tax considerations of cross-border transactions
Identify critical differences between federal and state "80/20" companies
Be familiar with tax havens on state governments' radar

Speakers:

Craig B. Fields, Esq. Partner Morrison & Foerster LLP New York, NY

Don S. Kovacic, CMI, CPA, Esq., MBA Attorney at Law, Certified Public Accountant San Diego, California



Monday, 5:30-7:30pm

Reception Honoring Past Presidents - Exhibits Open

Reception is included in the Conference registration fee. Spouses/guests register for this event via supplemental fee.

**Reception Sponsor:
DuCharme McMillen & Associates, Inc.**

Tuesday, July 1, 2014

6:30-8:00am

Pre-Session Continental Breakfast

Admittance is by badge only.

Tuesday, 8:15-9:30am

**Keynote Session:
"Turning Boos into Cheers" How Effective are You?**

In the midst of chaos how do you respond as a leader? Walt Coleman has spent the last 25 years being cheered by hundreds and booed by millions. His experiences as a referee in the NFL gives him first-hand knowledge. He will offer his suggestions on how you survive in today's negative society.

Speaker:

Walt Coleman

Referee, National Football League Controller, Hiland Dairy Little Rock, AR

Tuesday, 9:45-10:30am

Presentation of Awards

The Institute will announce the recipients of the 2014 Awards Program and recognize the contributions made by these volunteers.

**Awards Committee Chair:
Nancy Flagg, CPA
Ernst & Young LLP**

Tuesday, 10:30-11:45am

Tax Reform and What It Means To You

What are the states doing from a tax perspective to stimulate growth and attract capital investment? Many states are taking different approaches to tax reform including tinkering with economic incentives, enterprise zones, property taxes, sales tax and income tax. Now that most state legislative sessions are over, there may be plenty of new opportunities that your business may be able to take advantage of. True tax reform is in the eye of the beholder. Learn about the good, bad and the ugly directly from two preeminent experts in the field.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Develop an understanding of the current economic and political forces shaping tax reform
- ▶ Recognize the different approaches to tax reform coming out of legislative bodies across the nation



- ▶ Identify specific opportunities brought about by tax reforms from which attendees may benefit
- ▶ Be aware of pitfalls or restrictions that may limit participation in tax reform opportunities

Speakers:

Harley T. Duncan
Tax Managing Director
KPMG LLP
Washington, DC

Joseph Henchman, Esq.
Vice President, Legal & State Projects/Operations
Tax Foundation
Washington, DC

Tuesday, 11:45am-1:00pm

Lunch in Exhibit Hall Exhibits open

Lunch is included in Conference registration fee for conferees.

**Luncheon Sponsor:
Tax Matrix**

Tuesday, 1:00-2:00pm

**Income Tax Concurrent Session:
Pitching the Perfect Game: Best Practices for Administrative Procedures**

A no-hitter game for your team! Throw your best fastball, curve, spitball, sinker, slider, and screwball against the All-State sluggers. Our coaches are the best in the game and can train you to avoid rookie mistakes and errors. Go

to bat against seasoned auditor pitchers and hit it out of the park. Down in the 6th inning? Study the game plan for winning in the administrative hearings process or tribunal. When an erroneous call is made by the referee, check out the instant replay in the appeals process. For it's one, two, three strikes they're out at the old ball game!

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Comprehend the appeals process in an audit, Administrative Hearing, Tax Tribunal, or Mediation
- ▶ Protect and promote your client's interests with auditors, hearings attorneys, administrative law judges, and mediators
- ▶ Recognize when preserving issues and positions in your case's court proceedings are necessary or required

Speakers:

Hollis L. Hyans, Esq.
Partner
Morrison & Foerster LLP
New York, NY

Paul H. Masters, Esq.
Managing Counsel for State Tax Disputes
Shell Oil Company
Houston, TX



Tuesday, 2:15-3:15pm

Income Tax Concurrent Session:

Provision Season: What's Your Game Plan? ASC 740/FIN 48; Top 10 (13-14 Lessons Learned)

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Explore the complexities of computing a state tax provision and review problems and expanded discussion of common issues.
- ▶ Identify common uncertain tax positions, sometimes overlooked issues, and key principles for dealing with uncertain tax positions.

Speakers:

Teresa M. Dieguez, CPA

Vice President of Corporate Tax
Wynn Resorts Limited
Las Vegas, NV

Smitha Hahn, CPA

Senior Manager
Ernst & Young LLP
Detroit, MI

Tuesday, 3:30-4:30pm

Income Tax Concurrent Session:

Get a Grip on Combined Reporting: A Case Study on Multistate Issues

Several states have adopted combined reporting regimes – including newer mandatory combined reporting taxation regimes. In this session, the speakers will compare and contrast the various combined reporting regimes of California, Illinois and New York through a case study and make recommendations for addressing each states' unique requirements, including: determining the appropriate "taxpayer," which entities are included in the report, elective combination mechanisms, net operating loss utilization method, coordination with federal return rules, *Joyce v. Finnigan*, treatment of intercompany transactions, and trapped credit application.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Analyze the evolution of unitary business concept
- ▶ Analyze and evaluate California, Illinois and New York's statutory definitions of a unitary business; each state's mechanics and the procedural issues unique to each state
- ▶ Recognize and understand cases attempting to exclude non-unitary income from tax



Wednesday, 8:30-9:30am

Income Tax Concurrent General Session:

Taxpayer Calls a "Flag on the Play": Requesting or Challenging Alternative Apportionment

Taxpayers have been both shocked and delighted by recent cases determining when an alternative to the statutory apportionment formula can be applied. This session will discuss both how a taxpayer can succeed in requesting alternative apportionment and in fighting an alternative imposed by a state revenue agency. Vital elements such as burden of proof, state discretionary power, required factual support, and administrative and appeal hurdles will be discussed.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Marshall the facts and legal arguments necessary to support or challenge an alternative apportionment proposal
- ▶ Plan for circumstances in which a taxpayer might benefit from alternative apportionment or be at risk of a state imposed alternative
- ▶ Assess the future of alternative apportionment risks and benefits in an evolving environment

Speakers listed on following page

- ▶ Identify and apply the three tests for determining the existence of a unitary business
- ▶ Explain the difference between operational and investment income and identify when the operational function test should be applied

Speakers:

Jordan M. Goodman, Esq., CPA

Partner
Horwood Marcus & Berk Chartered
Chicago, IL

Second Speaker TBA

Tuesday, 6:00 -10:00pm

Tailgate Party

It's almost "Kick-off" time! Join us for the Tailgate Party of the year. Theme-based activities, along with a special menu, have been planned for your networking enjoyment.

Included in the Conference registration fee. Spouses/guests register for this event via a supplemental fee. Admittance is by badge/ticket.

Tailgate Party Sponsor: Marvin F. Poer and Company

Wednesday, 6:45-8:15am

Pre-Session Continental Breakfast

Admittance is by badge only.



Speakers:

Peter L. Faber, Esq.

Partner
McDermott Will & Emery LLP
New York, NY

Mike Stehly

Vice President of Tax
US Foods
Tempe, AZ

- ▶ Evaluate recent Non-SALT Due Process Clause cases that could impact SALT
- ▶ Analyze and discuss pending Due Process Clause cases that could impact SALT
- ▶ Analyze and discuss recent SALT cases addressing Due Process Clause issues

Speakers:

Hollis L. Hyans, Esq.

Partner
Morrison & Foerster LLP
New York, NY

Nicole Crighton Vescio, Esq., JD, LL.M.

Principal, State and Local Tax
KPMG LLP
New York, NY

Wednesday, 11:00-12 Noon

Income Tax Concurrent General Session:

Sand Traps, Bunkers & Water Hazards: Shooting Par in NY, IL, CA & TX. State Update: Traps for the Unwary; Expect the Unexpected

This session will explore issues of current relevance in the mega states of California, Illinois, New York and Texas. Issues to be addressed include nexus, filing group composition, tax base definition, apportionment, net operating

losses, administrative practice, and legislative developments. The four states will be compared and contrasted in a lively discussion that will include practical guidance and ideas.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Compare the most often missed income tax items and examine some of the most important challenges in the states of CA, IL, NY and TX
- ▶ Recognize and evaluate potential tax issues in preparing corporate income tax returns and or audit defense in the states of CA, IL, NY and TX
- ▶ Recommend ways to improve and manage companies income tax exposure in the states of CA, IL, NY and TX

Speakers:

Eran J. Liron, CPA

Partner
PricewaterhouseCoopers LLP
San Francisco, CA

Arthur J. Parham, Jr., CPA, CMA

General Tax Advisor
Entergy Services, Inc.
The Woodlands, TX

12:00 Noon: Program Concludes



The program for Credits and Incentives begins on page 7



The program for Property Tax continues on page 22



The program for Sales Tax continues on page 37



Monday, 1:00-2:00pm

**Property Tax Concurrent Session:
Protect Your Blind Side” –
Dealer’s Heavy Equipment
Inventory Tax in Texas**

As of January 1, 2012, Texas changed the basis for property tax assessment related to certain types of personal property deemed to be “Dealer’s Heavy Equipment Inventory”. The definition of Heavy Equipment as well as the constitutionality of the new scheme has sparked one of the most significant legal battles since the inception of the Texas Property Tax Code. The issue now involves approximately 180 counties and is waiting to be debated in the El Paso Court of Appeals. There is little doubt it will be going to the Texas Supreme Court. Other states, including Louisiana, have seen similar schemes introduced in their legislatures.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Determine if the heavy equipment issue will impact their company
- ▶ Identify what types of equipment are identified as heavy equipment
- ▶ Assess the tax impact of the change of assessment basis has on the tax liability for the affected assets

Speakers:

John Brusniak, Jr., Esq.
Partner
Ryan Law Firm, LLP
Dallas, TX

Daron Fredrickson, SPTC
Tax Director - Indirect Tax
Chesapeake Energy Corporation
Oklahoma City, OK

Monday, 1:00-2:00pm

Property Tax Concurrent Session:

**"Avoid a Gutter Ball" - How
to Sell the Obsolescence
Argument** *(Repeated at 2:15pm)*

In this session, our speakers will discuss the challenges and difficulties often experienced in selling the obsolescence argument to taxing authorities. Our speakers will present these challenges, from both an appraisal and consulting standpoint, and will discuss strategies of selling obsolescence adjustments more successfully.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Identify the taxing authority’s position
- ▶ Evaluate why previous negotiation efforts may have failed
- ▶ Approach negotiating from a different angle
- ▶ Analyze and formulate alternative approaches that may yield greater negotiation success in the future



Speakers:

John Russell Ray, II, ASA
Director
American Appraisal
Dallas, TX

Glenn Williams, CMI
Managing Director
Silver Oak Advisors LLC
Atlanta, GA

Monday, 1:00-2:00pm

Property Tax Concurrent Session:

**Is Your Tax Team Playing
at Full Strength or Short
Handed . . . Has Playing
a Man Short become the
New Norm?**

(Repeated at 2:15pm)

In this session, attendees will participate in an interactive discussion of “Why Both the Private and Public Sectors Use Outside Resources”. The session has panelists from both the private and public sector that will discuss the How’s, Why’s, When’s and Where’s regarding the use of outside resources. You will hear real life experiences, whether it worked and or didn’t work. We are all in the same “boat” so to speak when it comes to getting our jobs done, but do we really have the resources internally to do all that is asked of us? Join this panel and see how your experiences compare with theirs.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Assess the issues and problems that both the Private and Public Sector face when dealing with no or little internal resources
- ▶ Compare similarities of both the Private and Public Sectors: why they use outside resources, how they determine if outside resources are needed, where they go for outside resources, when to seek outside assistance, how to sell the financial cost and what are the affects of NOT seeking outside assistance

Speakers:

Tim Boncoskey
Chief Deputy Assessor
Maricopa County
Phoenix, AZ

A. Allen Mitro, CMI
Directory-Property Tax
Duff & Phelps LLC
Green Valley, AZ

Tommy L. Twomey, II, CMI
Director, Property Tax
Tesoro Corporation
San Antonio, TX

William R. Wilkes
Assistant Director
North Carolina Dept. of Revenue
Raleigh, NC



Monday, 1:00-2:00pm

Property Tax Concurrent Session:

The "Tips and Insights Playbook" for Data Mining to Support Property Tax Programs

For asset-intensive companies, the process of identifying non-taxable costs is arduous. Traditional work management (EAM) and ERP systems do not capture the level of detail needed for maximizing their property tax strategy. The necessary information is either not available or requires a manual, time intensive processes that are challenging for internal or even third-party resources. The presenter will discuss methods of capturing cost detail that lead to better reporting and more informed decision making.

Learning Objectives:

After attending the session, the participant will be able to:

- Assess the various sources and current state of property tax information available at their organization
- Identify gaps in data collection across the organization
- Engage all stakeholders to formulate requirements
- Distinguish the level of cost data needed for property tax optimization
- Determine the potential application of data, such as intangibles, repair/replacement and retirements for maximizing their property tax strategy

Speaker:

Alan Sandusky
Director Professional Services
PowerPlan, Inc.
Atlanta, GA

Monday, 2:15-3:15pm

Property Tax Concurrent Session:

Is Your Tax Team Playing at Full Strength or Short Handed . . . Has Playing a Man Short become the New Norm?

(Repeated from 1:00pm)

Monday, 2:15-3:15pm

Property Tax Concurrent Session:

"Avoid a Gutter Ball" - How to Sell the Obsolescence Argument *(Repeated from 1:00pm)*

Monday, 2:15-3:15pm

Property Tax Concurrent Session:

The Perfect Tax Storm - Real Property Owners are in for Rough Waters

(Repeated at 3:30pm)

For the last two decades, our country's fiscal policies and a number of macroeconomic currents led to the worst economic disaster since the Great Depression. Unfortunately, even though the worst seems to have passed, there are numerous additional underlying forces at play that will continue to wreak havoc on our sanity and economic growth into



the foreseeable future. As federal, state and local governments clamor to right the ship and fill tax coffers, property owners and investors will need to be armed with every bit of available knowledge to proactively stave off the effects of looming property tax increases. Knowledge, strategy, foresight, planning and careful execution of property tax mitigation strategies go beyond just local knowledge. The goal of this session is to take a more holistic approach in forecasting the conditions of this perfect property tax storm and addressing strategies to anticipate and mitigate damages.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Address past fiscal policy decisions and a brief history of what led to the Great Recession and what it can tell us about future events
- ▶ Recognize a number of macro-economic trends that will impact real property tax liabilities, assessed values and general State and Local government property tax posture in the near and long term
- ▶ Identify opportunities to proactively mitigate the effects of the aforementioned trends
- ▶ Investigate examples of specific changes partly resulting from these macro

trends and perfect property tax storm (i.e., certain jurisdictional assessment methodologies)

- ▶ Formulate an executive summary outlining cause and effect of imminent and probable changes in the economic environment and legislative initiatives that will affect your company's future property tax strategy, budgeting and accrual efforts

Speakers:

Connie L. Ellis, CMI
National Director-Property Tax
Equity Office
Chicago, IL

C. Ross Litkenhous, MBA
Principal
SC&H State and Local Tax
McLean, VA

Monday, 2:15-3:15pm

Property Tax Concurrent Session:

Ways to Avoid Wasting Time in the Penalty Box: Maximizing Technology to Streamline Data for Personal Property Taxes

(Repeated at 3:30pm)

Are you sick of... Repetitive tasks in Excel? Unusable data formats? Analyzing in multiple steps? Being unable to figure out what an assessor did? Wishing your employer would invest in tools to simplify your process? Doing work yourself when delegating



would take twice as long? This session will explore resources that help solve these problems for you. Streamlining analysis and improving efficiencies and controls are our goals. We'll discuss some automated solutions including utilities, software, formulas, macros and logic templates. Set the controls for the heart of the data, because at the end of this session, your team's "guru" ...will be YOU!

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Question the efficiency of current processes
- ▶ Recommend solutions to improve efficiencies in current processes
- ▶ Identify where management controls can be automated in order to reduce review time
- ▶ Apply solutions for streamlining data analysis

Speakers:

Diane M. Beuchert

Personal Property Tax Manager
SC&H State and Local Tax
Sparks, MD

Jason I. Mendelson

Tax Manager
AOL, Inc.
Dulles, VA

Monday, 3:30-4:30pm

Property Tax Concurrent Session:

The Perfect Tax Storm - Real Property Owners are in for Rough Waters

(Repeated from 2:15 pm)

Monday, 3:30-4:30pm

Property Tax Concurrent Session:

Ways to Avoid Wasting Time in the Penalty Box: Maximizing Technology to Streamline Data for Personal Property Taxes

(Repeated from 2:15pm)

Monday, 3:30-4:30pm

Property Tax Concurrent Session:

Minimizing Your Handicap by Securing Market Value and Incentives on Inventory

The session will include a state by state comparison of the inventory reporting requirements, as well as, details on the best ways to obtain exemptions such as Freeport, Instate/Foreign Commerce, and Free Trade Zone. The presenters will discuss valuation of intercompany markups, sales, and transfers. Inventory value considerations including spoilage, theft, markdowns, slow-turning inventory, poor inventory mix, returns, off-spec inventory, and obsolete/unusable products will be covered.

Learning Objectives:



After attending the session, the participant will be able to:

- ▶ Differentiate between the various inventory filing requirements by state
- ▶ Determine which inventory exemptions are available by state and incorporate the best practices to obtain exemptions
- ▶ Incorporate valuation considerations to cost basis of inventory to establish market value to minimize property tax liability

Speakers:

Michael Dimitt, CMI

Property Tax Manager
Plains All American Pipeline
Houston, TX

Samuel C. Kinslow, CMI

Director, Property Tax
Grant Thornton LLP
Houston, TX

Monday, 3:30-4:30pm

Property Tax Concurrent Session:

California's Title Fight - Real Property vs Personal Property

Property Taxation in California of Personal and Real Property from jurisdiction to jurisdiction is often a mystery. The classification of personal as real and real as personal must be closely watched and analyzed for accuracy in valuation and minimization of taxes. Asset classification and valuation methodology require the expertise

and knowledge of those who have worked with California assessors and how to navigate the valuation maze. Property tax administrators responsible for rendering California personal property and reviewing real estate values should be aware of the pitfalls and developed valuation trends.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Comprehend the California trends in valuation of personal and real property
- ▶ Consider and evaluate the appropriate valuation methodology for personal and real property assets

Speakers:

David L. Gangloff, Jr., Esq.

Partner
Gangloff & Gangloff,
Attorneys At Law
Bellflower, CA

Tricia G. Halls

Senior Manager
Ryan, LLC
Los Angeles, CA

Monday, 5:30-7:30pm

Reception Honoring Past Presidents - Exhibits Open

Reception is included in the Conference registration fee. Spouses/guests register for this event via supplemental fee.

**Reception Sponsor:
DuCharme McMillen & Associates, Inc.**



Tuesday, July 1, 2014

6:30-8:00am

Pre-Session Continental Breakfast

Admittance is by badge only.

Tuesday, 8:15-9:30am

Keynote Session: "Turning Boos into Cheers" How Effective are You?

In the midst of chaos how do you respond as a leader? Walt Coleman has spent the last 25 years being cheered by hundreds and booed by millions. His experiences as a referee in the NFL gives him first-hand knowledge. He will offer his suggestions on how you survive in today's negative society.

Speaker:

Walt Coleman

Referee, National Football League Controller, Hiland Dairy Little Rock, AR

Tuesday, 9:45-10:30am

Presentation of Awards

The Institute will announce the recipients of the 2014 Awards Program and recognize the contributions made by these volunteers.

Awards Committe Chair:

Nancy Flagg, CPA

Ernst & Young LLP

Tuesday, 10:30-11:45am

Tax Reform and What It Means To You

What are the states doing from a tax perspective to stimulate growth and attract capital investment? Many states are taking different approaches to tax reform including tinkering with economic incentives, enterprise zones, property taxes, sales tax and income tax. Now that most state legislative sessions are over, there may be plenty of new opportunities that your business may be able to take advantage of. True tax reform is in the eye of the beholder. Learn about the good, bad and the ugly directly from two preeminent experts in the field.

Learning Objectives:

After attending the session, the participant will be able to:

- Develop an understanding of the current economic and political forces shaping tax reform
Recognize the different approaches to tax reform coming out of legislative bodies across the nation
Identify specific opportunities brought about by tax reforms from which attendees may benefit
Become aware of pitfalls or restrictions that may limit participation in tax reform opportunities



Speakers:

Harley T. Duncan

Tax Managing Director KPMG LLP Washington, DC

Joseph Henchman, Esq.

Vice President, Legal & State Projects/Operations Tax Foundation Washington, DC

11:45am-1:00pm

Lunch in Exhibit Hall Exhibits Open

Lunch is included in Conference registration fee for conferees.

Luncheon Sponsor: Tax Matrix

Tuesday, 1:00-2:00pm

Property Tax Concurrent Session:

"And the Canadians Take the Gold!" Property Tax 101

(Repeated at 2:15pm)

Canada is the US's largest trading partner (greater than China) and as a result, a significant number of US corporations have a substantial presence in the Canadian market place. This session will explore the similarities and differences that make up the Canadian property tax regime with an overview of the key jurisdictions and the valuation and taxation nuances. Emphasis will be placed on how to manage and respond to the key differences while establishing a confidence

level that despite being a different country, the similarities that are present make cross-border realty tax management a realizable goal. Case study examples amongst different property types will be presented to highlight appeal and valuation practices.

(Repeated at 2:15pm)

Learning Objectives:

After attending the session, the participant will be able to:

- Differentiate between the US and Canadian property tax systems
Set up effective cross-border realty tax management
Evaluate case studies to incorporate appeal and valuation practices

Speakers:

Bob Langlois

Managing Director, Principal AEC Property Tax Solutions Toronto, ON

Muthuraman Periakaruppan

Senior Property Tax Manager Target Corporation Minneapolis, MN



Tuesday, 1:00-2:00pm

Property Tax Concurrent Session:

Possessory Interests are a Whole New Ball Game

(Repeated at 2:15pm)

The speakers for this session will discuss the information you need to step up to the plate, avoid a curve ball, and make it to home base. The underlying property is exempt, but you're not. The private right to benefit from the use of exempt government property is taxable, but just how should the taxable right be valued and taxed? The speakers will provide examples of assessing jurisdictions' approaches to defining taxable possessory interests and their valuation. They will also provide some effective approaches to control valuation creep. The new federal regulations and court cases on possessory interests on Indian land discussing how significant changes in the law may affect businesses operating on Indian land, allowing for potentially large refunds for past years and future assessment appeals will also be discussed.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Identify the rights granted which can create a taxable possessory interest
- ▶ Know the current view of the taxing agencies and the courts

- ▶ Analyze and use some of the approaches employed in valuing possessory interests

Speakers:

Matthew F. Burke, Esq.

Counsel
Pillsbury Winthrop Shaw Pittman LLP
Los Angeles, CA

Mindy McLees, CMI

Director-Property Tax
Moss Adams LLP
Los Angeles, CA

Tuesday, 1:00-2:00pm

Property Tax Concurrent Session:

Understanding Depreciation in the Context of Real and Personal Property Assessments, and Other Fascinating Sports Tales from the NCAA Archives

(Repeated at 2:15)

The purpose of the session will be to explain depreciation, illustrate how it is misapplied in real and personal property assessment valuations, and demonstrate correct methodology. The presenters will also reveal two alternate methods of measuring depreciation.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Explain the definition of depreciation and its relationship to market value
- ▶ Demonstrate the three recognized methods of measuring depreciation
- ▶ Recognize the methods typically used by assessors in assessments
- ▶ Apply the economic age-life method correctly

Speakers:

David C. Lennhoff, MAI, CRE, FRICS, AI-GRS

Principal
SC&H State and Local Tax
McLean, VA

Jerome C. Weinert, ASA, PE

Director & Principal
AUS Consultants Valuation Services Group
Greenfield, WI

Tuesday, 1:00-2:00pm

Property Tax Concurrent Session:

Alley-oop! It Takes Two to Make the Play: Trends and Issues in Tax Credits and Incentives

In this session the speakers will present an overview of various emerging trends and issues facing the Credits and Incentives industry. This session will review the movement towards negotiated incentives from statutory credits, compliance issues and best practices, the movement towards performance based programs and the need to review recurring capital for incen-

tive opportunities. The speakers will provide real-life examples, review practical solutions and best practices for navigating through the issues.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Identify the new emerging trends in the Credits and Incentives industry
- ▶ Formulate methods to maximize incentives
- ▶ Review best practices to avoid clawbacks
- ▶ Evaluate process for the identification of projects
- ▶ Analyze solutions for maintaining incentive compliance requirements

Speakers:

Kathleen H. Alfano, CPA

Senior Director, Economic Development and Tax Incentives
PepsiCo, Inc.
Plano, TX

Tim Schram, CPA

Managing Director
Grant Thornton LLP
Chicago, IL

Tuesday, 2:15-3:15pm

Property Tax Concurrent Sessions:

"And the Canadians Take the Gold!" Property Tax 101

(Repeated from 1:00pm)



Tuesday, 2:15-3:15pm

Property Tax Concurrent Session

Understanding Depreciation in the Context of Real and Personal Property Assessments, and Other Fascinating Sports Tales from the NCAA Archives

(Repeated from 1:00pm)

Tuesday, 2:15-3:15pm

Property Tax Concurrent Session

Possessory Interests are a Whole New Ball Game

(Repeated from 1:00pm)

Tuesday, 2:15-3:15pm

Property Tax Concurrent Session:

Fundamentals of Separating Real Property, Personal Property, and Intangible Business Assets

(Repeated at 3:30pm)

This session will provide the theoretical and analytical framework for separating the tangible and intangible assets of real estate centric businesses. Through discussion and case studies, attendees will better understand how to apply the theory of the firm and the concept of economic profit to the solution of problems and case studies related to ad valorem taxation.

Learning Objectives: After attending the session, the participant will be able to:

- Recognize intangible assets that may exist in certain types of real estate
- Become more familiar with the complexity of valuing a property as it relates to appraisal problems, separating asset values
- Evaluate methodologies to apply for real property valuations

Speakers:

Robert E. Dietrich, CCIM, CRE, MAI, MRICS

Senior Valuation Services Director
Colliers International
Newport Beach, CA

J. Scott Robinson, MAI, SRA, AI-GRS

2014 Vice President
Appraisal Institute
Chicago, IL

Tuesday, 3:30-4:30pm

Property Tax Concurrent Session:

Fundamentals of Separating Real Property, Personal Property, and Intangible Business Assets

(Repeated from 2:15pm)

Tuesday, 3:30-4:30pm

Property Tax Concurrent Session:

Washington Makes a National Error

The federal government is moving away from leasing commercial space to owning the asset outright. While this may appear to be an improvement in how Washington spends taxpayer dollars, the reality is that the move will significantly reduce local property tax dollars (outright), increase commercial office vacancies, create an overall reduction in commercial lease rates in critical markets and ultimately drive down commercial values.

Learning Objectives: After attending the session, the participant will be able to:

- ▶ Recognize the impact to local office space occupancy rates
- ▶ Impact to local mill rates
- ▶ Identify potential additional government spending to meet federally mandated LEEDS goals
- ▶ Estimate local revenue loss as GSA builds an owned portfolio

Speakers:

Andrew J. DiSalvo, CPA

Senior Manager
CohnReznick LLP
Glastonbury, CT

Kenneth W. Helms, CMI

Principal
Indirect Tax Solutions
Canton, GA



Tuesday, 3:30-4:30pm

Property Tax Concurrent Session:

Process Plants and Factories “A Winning Game Plan for Industrial Property Tax Appeals”

Large industrial facilities like process plants and factories are complex, unique, and consequently often over-assessed. Successfully appealing property taxes for such facilities requires strategic thinking and advanced appraisal techniques. This session will discuss specific methods for obtaining significant tax reductions for large industrial facilities and examples of when such methods have prevailed. This will include a detailed discussion of the property tax appeal timeline, how your position within the process shapes the valuation analysis, settlement negotiations, hearing preparation and strategies needed to win your case.

Learning Objectives: After attending the session, the participant will be able to:

- ▶ Evaluate the merits of appealing your property taxes
- ▶ Optimize your position to obtain maximum tax reductions
- ▶ Designate the scope of the appraiser’s work to address unique valuation and property issues based on a cost-benefit basis
- ▶ Implement successful strategies for negotiating and litigating industrial facility appeals



Speakers:

Timothy M. Landolt, ASA
President & CEO
Vista Valuations, LLC
Sacramento, CA

Wade E. Norwood, Esq.
Attorney
Law Office of Wade E. Norwood
Pasadena, CA

Tuesday, 3:30-4:30pm

Property Tax Concurrent Session:

A Relentless Ground Game: Assessment of Salt Cavern Storage Facilities-Real or Personal?

Property Taxation of Underground Salt Caverns Used To Store Hydrocarbons

Assessors have targeted underground storage facilities used to store hydrocarbons as a new source of property tax revenue. Issues regarding ownership, asset classification and valuation methodology to apply in arriving at assessments of storage caverns and related equipment are being developed in the court system. Property tax administrators responsible for rendering storage facilities in Louisiana and other states should monitor the litigation for emerging trends.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Comprehend the complexity of storage facility assets
- ▶ Analyze the proper classification of the assets comprising a storage facility
- ▶ Consider the appropriate valuation methodology for assessing storage facility assets
- ▶ Recognize that courts are not the best forum to forge property tax policy
- ▶ Evaluate the risk of other states targeting storage facilities used to store hydrocarbons as a new source of property tax revenue

Speakers:

Christopher J. Dicharry, Esq.
Partner
Kean Miller LLP
Baton Rouge, LA

James C. Exnicios, Esq., CPA
Shareholder
Liskow & Lewis, APLC
New Orleans, LA

Tuesday, 6:00 -10:00pm

Tailgate Party

It's almost "Kick-off" time! Join us for the Tailgate Party of the year. Theme-based activities, along with a special menu, have been planned for your networking enjoyment.

Included in the Conference registration fee. Spouses/guests register for this event via a supplemental fee. Admittance is by badge/ticket.



Tailgate Party Sponsor: Marvin F. Poer and Company

Wednesday, July 2, 2014
6:45-8:15am

Pre-Session Continental Breakfast

Admittance is by badge only.

Wednesday, 8:30-9:30am

Property Tax Concurrent General Session:

Analyzing Complex Appraisals to Find the Foul Plays

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Differentiate between the relevant and irrelevant portions of an appraisal
- ▶ Spot errors in commercial/ industrial appraisals regarding methods of valuation that have been chosen
- ▶ Recognize how trending works for machinery and equipment and other personal property, and how to find category errors that are made in trending
- ▶ Recognize when the used equipment approach may be applicable, and errors appraisers may make in utilizing it
- ▶ Recognize different ways of determining the economic life of equipment
- ▶ Identify common errors found in the appraiser's choice of a

discount rate and errors made in forecasting income for a discounted cash flow analysis in business valuations

Speaker:

John Lifflander, ASA
President
Covenant Consultants, Inc.
Ridgefield, WA

Wednesday, 9:45-10:45am

Property Tax Concurrent General Session:

Bullseye! Targeting the Perfect Appraisal Adjustment Grid

Adjustment grids can often make or break your tax appeal case. Judges, hearing officers, and tax appeal boards are drilling down to determine the "whys and wherefores" of appraisal adjustments in order to decide whether to reduce or sustain a tax assessment. This session will feature appraisers who testify often in tax appeal cases. They will explain and defend adjustments that they make and "why" these adjustments can stand up to scrutiny.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Discover how adjustment grids are used in the approaches to value
- ▶ Research sources of data that can provide support for adjustments



- ▶ Assess the impact that enhanced scrutiny is having on appeal economics

Speakers:

Gregg Manzione, MAI

Partner
Nationwide Consulting Company, Inc.
Glen Rock, NJ

Jerome J. McHale, MAI

President
J. McHale & Associates, Inc.
Lumberton, NJ

Moderator:

Todd W. Heinrichs, CMI

Senior Manager
Ernst & Young LLP
Seattle, WA

Wednesday, 11:00am-12 noon

Property Tax Concurrent General Session:

Double Taxation – It’s Real and it’s Best to Take it Personal

With an emphasis on proactive strategies, this session will explore best practices to control over taxation related to redundant assessment, and misclassification. Real life examples will be presented, and potential benefits of classification as real or personal will be evaluated. Definitions and direction found in state statutes, departmental rules, IRS regulations, and authoritative texts will provide context.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Examine the definitions of real and personal property as found in authoritative texts
- ▶ Identify areas of potential redundant assessment and misclassification
- ▶ Evaluate the benefits of reclassifying real or personal property

Speakers:

Louis Newman

Senior Tax Manager
Wal-Mart Stores, Inc.
Bentonville, AR

Mark L. Whitney, CPA

Senior Managing Consultant
Paradigm Tax Group
Phoenix, AZ

12:00 Noon Program concludes

▶ **The program for Credits and Incentives begins on page 7**

▶ **The program for Income Tax begins on page 14**



Monday, 1:00-2:00pm

Sales Tax Concurrent Session:

Officer Liability – How to Keep your Boss out of Trouble *(Repeated at 3:30pm)*

Company officers can be personally liable for underpayments of sales and use taxes. This session will allow the sales and use tax professional to better identify officer liability issues and how to communicate the importance of this issue to others within the organization.

Learning Objectives: After attending the session, the participant will be able to:

- ▶ Differentiate between officer liability versus personal liability
- ▶ Review differences in liability for past officers versus current officers
- ▶ Identify officer liability penalties and procedures for officer liability assessments
- ▶ Enable the tax professional to articulate the importance of officer liability issues regarding transaction taxes to upper management

Speakers:

Reed J. Hollander, Esq.

Attorney
Nelson Mullins Riley & Scarborough LLP
Raleigh, NC

Masha M. Yevzelman, Esq.

Attorney
Fredrikson & Byron, P.A.
Minneapolis, MN

Monday, 1:00-2:00pm

Sales Tax Concurrent Session:

Digital Goods and Cloud Computing - Sales Taxation of the Future *(Repeated at 2:15pm)*

(Repeated at 2:15pm)

Sales and use taxes? Interesting? After attending our session, you’ll be saying ‘YES!’ Please join us for an interactive discussion on the sales and use tax challenges of cloud computing and an increasingly digitized world. We’ll be discussing recent state tax developments, trends, and logistic challenges being faced by businesses in this fun, fast paced industry.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Be able to explain the complexities of new technologies and applying antiquated state tax laws and regulations
- ▶ Identify strategies to address the tax ambiguities around these technologies
- ▶ Develop a basic knowledge of the sales tax issues surrounding cloud computing and digital products

Speakers:

Jennifer Jensen, CPA

State and Local Tax Director
PricewaterhouseCoopers LLP
McLean, VA

S. Matthew McNeilly, CPA

Senior Manager – State & Local
Amazon.com
Seattle, WA



Monday, 1:00-2:00pm

Sales Tax Concurrent Session:

State Trends in Auditing

(Repeated at 2:15pm)

State and local taxing authorities continue to approach sales and use tax audits with great vigor and often times with aggressive techniques. Revenue commissioners are becoming more creative in stretching their limits to achieve more favorable audit results, causing added financial burdens on companies. The ever changing business world has also brought with it an increase in merger and acquisition activity in recent past. In addition to companies facing continued audit obstacles, they are also facing added pressure in dealing with audit exposure related to both organic and inorganic growth across multiple states. This presentation will discuss how these trends are impacting taxpayers and identify options and ideas to effectively plan for the new paradigm in audit relationships.

Learning Objectives:

After attending the session, the participant will be able to:

- Identify significant issues in current sales and use tax audits
Recognize new initiatives states are utilizing to maximize compliance and audit results
Acquire remedies to more efficiently move beyond stumbling blocks which arise

- Examine methods whereby an organization can plan for new obstacles in state audits
Identify issues related to audit exposure in regards to mergers and acquisitions
Evaluate how growth through construction projects over multiple states can affect state audits

Speakers:

Rebecca Thompson, CMI
Senior Manager, Multistate Tax Services
Deloitte Tax LLP
New York, NY

Terri L. Tiedemann
Vice President of Tax
Kinder Morgan, Inc.
Houston, TX

Monday, 1:00-2:00pm

Sales Tax Concurrent Session:

Geocaching – Navigating the Roadmap to Complex Reporting Requirements of ASC 450 and Contingencies

(Repeated at 3:30 pm)

Whether to reserve, disclose, or do nothing is a question gaining increasing scrutiny for companies. However, the focus is still most often on the direct taxes and a clear process for indirect taxes is not always well defined. How does a company go about quantifying and documenting exposure-related issue? This session will provide



Monday, 2:15pm-3:15pm

Sales Tax Concurrent Session:

State Trends in Auditing

(Repeated from 1:00pm)

Monday, 2:15-3:15pm

Sales Tax Concurrent Session:

Accounting for Sales Tax Professionals - How to properly account for sales and use tax transactions

(Repeated Tuesday at 1:00pm)

There is more to sales and use taxes than filing returns. Sales and use taxes have an impact on your company's bottom line and proper accounting is critical. In this session, the speakers will discuss accounting principles, basic sales and use tax accounting processes, and other related matters. This session is designed for sales tax professionals who don't have an accounting background or who just need a little refresher.

Learning Objectives:

After attending the session, the participant will be able to:

- Identify basic accounting principles related to sales tax collection and use tax accrual
Review typical accounting entries to record sales tax and use tax transactions
Identify how sales and use taxes impact the financial statements
Review the sales and use tax reconciliation process

a background and overview of the specific ASC 450 terms, definitions, and authoritative guidance. The practical aspects of ASC 450 will also be discussed as well as insights on planning and setting reserves, and layering in the expanding nexus considerations for indirect tax.

Learning Objectives:

After attending the session, the participant will be able to:

- Distinguish between different terms within ASC 450, including liability, contingency, asserted claim, and unasserted claim
Understand methods for calculating estimates
Determine practical considerations and best practices

Speakers:

Nicole Bryant, CMI
Manager, State and Local Tax - Indirect
PricewaterhouseCoopers LLP
Seattle, WA

Christine L. Stange
Indirect Tax Senior Manager
Rural/Metro Corporation
Scottsdale, AZ

Monday, 2:15pm-3:15pm

Sales Tax Concurrent Session:

Digital Goods and Cloud Computing - Sales Taxation of the Future

(Repeated from 1:00pm)



- ▶ Identify how reserves are used to record and estimate audit liabilities

Speakers:

Jeff McGhehey, CMI

Senior Manager - Indirect Tax
The Home Depot
Atlanta, GA

Suzanne Wilson, CPA

Senior Manager - Transaction Tax
American Airlines
Phoenix, AZ

Monday, 2:15-3:15pm

Sales Tax Concurrent Session:

Scrimmaging Over Bundled Transactions – Ways to Ensure the Sales Tax Is Correct

(Repeated Tuesday at 1:00pm)

Are you “mixed up” when it comes to bundled sales? Do bundled transactions of software, maintenance contracts, and installation perplex you? This session will offer guidance on analyzing these types of transactions and how to structure contracts and invoices that are audit-friendly. We will also provide an overview of recent changes and court cases involving bundled transactions.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Define and analyze bundled or mixed transactions

- ▶ Explain the “true object of the contract” test
- ▶ Identify recent State changes with regard to these types of transactions
- ▶ Recognize the difference between bundled transactions vs. separately stated contracts

Speakers:

Kelly S. Butler

Principal
Ryan, LLC
Houston, TX

Angelica Roldan, CMI

Senior Manager of US Transaction Tax
Avago Technologies
San Jose, CA

Monday, 3:30-4:30pm

Sales Tax Concurrent Session:

Geocaching – Navigating the Roadmap to Complex Reporting Requirements of ASC 450 and Contingencies

(Repeated from 1:00pm)

Monday, 3:30-4:30pm

Sales Tax Concurrent Session:

Officer Liability – How to Keep your Boss out of Trouble *(Repeated from 1:00pm)*



Monday, 3:30-4:30pm

Sales Tax Concurrent Session:

Sourcing – Origin versus Destination versus...

(Repeated Tuesday at 2:15pm)

With the activity around Streamlined Sales Tax and the Marketplace Fairness Act, the sourcing rules for determining the local situs of a transaction are continually in flux. Where one state may provide clear guidance, others are as clear as mud. Making sure the correct determination point is used to ensure that the right local taxes are charged is important, and there are several points that are relevant to this decision, depending on the state. This session will include a chart showing the rules by state, and also provide ideas on how to make your systems charge the tax correctly based on these situsing rules.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Identify the methods used by the states for situsing/sourcing transactions of goods and services
- ▶ Identify current trends in sourcing, including the latest events in Illinois
- ▶ Determine the correct sourcing treatment by state, by good or service
- ▶ Consider options on how to comply with these requirements

Speakers:

James G. Busby, Jr., Esq., CPA

Senior Member
Cavanagh Law Firm
Phoenix, AZ

Richard Hofrichter, CMI

Partner - State and Local Tax
Grant Thornton LLP
Charlotte, NC

Monday, 3:30-4:30pm

Sales Tax Concurrent Session:

Don’t Punt When It Comes to Intercompany Transactions

(Repeated Tuesday at 2:15pm)

With complex legal entity structures and the trend towards more business segment reporting it is more important than ever to be diligent in identifying transactions that cross legal entity lines. While some states exempt affiliate transactions, many do not, our panel will discuss these topics, and also address the question that transaction tax authorities are beginning to ask: “What is the business objective for this affiliate transaction?”

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Understand how to recognize affiliate transaction pitfalls and how to avoid them
- ▶ Optimize the structuring of planned reorganizations to address sales tax issues



► Get out ahead of issues such as affiliate nexus, defining the nature of the transaction, documenting the transaction, setting proper “prices” (e.g., is mark-up required?) and more

Speakers:

Kerry L. Creager, CMI
Manager, Indirect Tax
Phillips 66 Company
Bartlesville, OK

Justin Stringfield, CPA
Senior Manager
KPMG LLP
Nashville, TN

Myron H. Vansickel, CPA, CGMA, MS
Practice Leader -
State and Local Tax Services
Experis
Washington, DC

Monday, 5:30-7:30pm
Reception Honoring Past Presidents - Exhibits Open
Reception is included in the Conference registration fee. Spouses/guests register for this event via supplemental fee.
Reception Sponsor:
DuCharme McMillen & Associates, Inc.

Tuesday, July 1, 2014

6:30 - 8:00am
Pre-Session Continental Breakfast
Admittance is by badge only.

Tuesday, 8:15-9:30am
Keynote Session: "Turning Boos into Cheers" How Effective are You?

In the midst of chaos how do you respond as a leader? Walt Coleman has spent the last 25 years being cheered by hundreds and booed by millions. His experiences as a referee in the NFL gives him first-hand knowledge. He will offer his suggestions on how you survive in today's negative society.

Speaker:

Walt Coleman
Referee, National Football League
Controller, Hiland Dairy
Little Rock, AR

Tuesday, 9:45-10:30am
Presentation of Awards
The Institute will announce the recipients of the 2014 Awards Program and recognize the contributions made by these volunteers.

Awards Committee Chair:
Nancy Flagg, CPA
Ernst & Young LLP

Tuesday, 10:30-11:45am
Tax Reform and What It Means To You
What are the states doing from a tax perspective to stimulate growth and attract capital investment? Many states are taking different approaches to tax reform including



tinkering with economic incentives, enterprise zones, property taxes, sales tax and income tax. Now that most state legislative sessions are over, there may be plenty of new opportunities that your business may be able to take advantage of. True tax reform is in the eye of the beholder. Learn about the good, bad and the ugly directly from two preeminent experts in the field.

Learning Objectives:
After attending the session, the participant will be able to:

- Develop an understanding of the current economic and political forces shaping tax reform
- Recognize the different approaches to tax reform coming out of legislative bodies across the nation
- Identify specific opportunities brought about by tax reforms from which attendees may benefit
- Become aware of pitfalls or restrictions that may limit participation in tax reform opportunities

Speakers:

Harley T. Duncan
Tax Managing Director
KPMG LLP
Washington, DC

Joseph Henchman, Esq.
Vice President, Legal & State
Projects/Operations
Tax Foundation
Washington, DC

11:45am-1:00pm
Lunch in Exhibit Hall Exhibits open
Lunch is included in Conference registration fee for conferees.
Luncheon Sponsor:
Tax Matrix

Tuesday, 1:00-2:00pm
Sales Tax Concurrent Sessions:
Scrimmaging Over Bundled Transactions – Ways to Ensure the Sales Tax Is Correct
(Repeated from Monday at 2:15pm)

Accounting for Sales Tax Professionals - How to properly account for sales and use tax transactions
(Repeated from Monday at 2:15pm)

Tuesday, 1:00-2:00pm
Sales Tax Concurrent Session:
Contract Planning - Stay ahead of the invoicing, minimize issues later and maybe even save the company money!
(Repeated at 3:30pm)

It's a common occurrence when a transaction is reviewed during a sales tax audit and the contract language provides terms that lead to negative tax treatment. The result would likely be better if knowledgeable tax professionals were



involved in the review and drafting of the contract. In this session we will enlist the experience of a panel of veteran sales tax experts with combined experience exceeding 75 years. They will explore real life experiences where contracts played a key role, both positive and negative, in determining the tax treatment of various transactions. In addition the speakers will discuss contracts from the perspective of both buyer and seller. They will share best practice principals that will equip attendees with clear guidance on how they can better serve their organizations by applying their expertise in the procurement or sales process.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Recognize the role of contracts in determining the appropriate tax treatment of a given transaction
- ▶ Identify opportunities to become involved in the contract process earlier so that appropriate tax treatment is considered
- ▶ Identify key terms and specific language that can be used in various types of purchases including software, machinery and equipment, installation, maintenance, and construction/remodeling to drive the appropriate tax treatment

Speakers:

Timothy Kotrla, CPA
Director - State Tax
Commercial Metals Company
Dallas/Fort Worth, TX

John Patrick McCown, CPA
Partner
Grant Thornton LLP
Dallas, TX

Wendall Mefford, CMI
Indirect Tax Manager
Hess Corporation
Houston, TX

Tuesday, 1:00-2:00pm

Sales Tax Concurrent Session:

VAT Developments in the European Union

U.S. indirect tax professionals are increasingly called on to play a role in VAT compliance and management for their employers. In addition, the widespread use of electronic technologies and provision of electronic and digital services is increasing the number of U.S. taxpayers with potential exposure to VAT compliance responsibilities in the European Union and elsewhere. As a result, U.S. tax professionals have a growing need to stay abreast of VAT developments across the globe. This session will cover administrative and policy changes being adopted in the European Union with respect to VAT administrative changes and the imposition of VAT on electronically supplied services. In particular, the



session will cover recent changes aimed at promoting compliance and administrative cooperation such as the quick reverse charge and various cross-border rulings. It will also review forthcoming changes in the sourcing of electronically supplied services and the adoption of a one-stop shop to ease the burden of non-EU sellers.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Identify the forthcoming (2015) changes in the place of supply rules for electronically supplied services in the EU
- ▶ Identify the likely compliance impacts on sellers of electronically supplied services into the EU as well as within the EU and from the EU to other nations
- ▶ Evaluate several administrative changes being implemented in the EU to promote compliance, foster administrative cooperation and ease taxpayer compliance

Speakers:

Simon J. Kelly
International VAT Manager
KPMG LLP
San Francisco, CA

Zdenek Vajnlich
Senior VAT Manager
Meridian Global Services
White Plains, NY

Tuesday, 2:15-3:15pm

Sales Tax Concurrent Sessions:

Sourcing – Origin versus Destination versus...

(Repeated from Monday at 3:30pm)

Don't Punt When It Comes to Intercompany Transactions

(Repeated from Monday at 3:30pm)

Tuesday, 2:15-3:15pm

Sales Tax Concurrent Session:

Credit and Incentives Recapture - Developing a Game Plan to Avoid Fouling Out

Credits and incentives are an important tool to help a business add significant value to its bottom line. Executed correctly, the tax personnel responsible for the impact will receive recognition for the resulting benefits and become the tax department MVP. However, if the benefits are not entirely received because the credits and incentives are clawed back or recaptured, which can occur under a myriad of circumstances, you will have fouled out. In this session, the panelists will cover key factors in negotiating and documenting credits and incentives to effectively obtain the benefit on the front-end, as well as developing a game plan to ensure compliance and full realiza-



tion of the benefit on the back-end, specifically including managing the risks associated with clawback provisions.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Discuss best practices in negotiating credits and incentives
- ▶ Define the types of credits and incentives and the different methods to obtain them
- ▶ Recall common clawback clauses embedded in incentives agreements
- ▶ Assist in negotiating clawback clauses beneficial to all parties
- ▶ Outline a game plan to effectively reduce the risk of recapture

Speakers:

Mary T. Benton, Esq.
Partner
Alston & Bird, LLP
Atlanta, GA

Alice M. Nolen, Esq.
National Practice Leader – Tax Credits and Incentives
Experis
Atlanta, GA

Tuesday, 2:15-3:15pm

Sales Tax Concurrent Session:

Technology: The Tax Professional’s New Best Friend *(Repeated at 3:30pm)*

In an environment of ever-increasing state and local tax (SALT) complexity, the fact that most organizations have operations in multiple states/jurisdictions and an ever increasing size of data that is generated, organizations are increasingly looking towards their Tax Departments to efficiently and effectively chart favorable, accurate and defensible solutions for their state and local tax needs. Technology can be a Tax Professional’s new best friend to address these needs and this course touches upon various tools at a high level and techniques that can be used to enhance the Tax Department’s success.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Recognize how technology can enhance efficiency, accuracy and effectiveness of the Tax Department in an organization
- ▶ Identify opportunities where technology can be used to streamline day-to-day and audit defense activities
- ▶ Leverage data analytics, modeling and visualization tools/ techniques



Speakers:

Nausher Hoodbhoy
Manager
PricewaterhouseCoopers LLP
Chicago, IL

Suzy Soo
Co-Founder and CEO
LCR-Dixon Corporation
San Francisco, CA

Tuesday, 3:30-4:30pm

Sales Tax Concurrent Session:

Technology: The Tax Professional’s New Best Friend *(Repeated from 2:15pm)*

Tuesday, 3:30-4:30pm

Sales Tax Concurrent Session:

Contract Planning - Stay ahead of the invoicing, minimize issues later and maybe even save the company money! *(Repeated from 1:00pm)*

Tuesday, 3:30-4:30pm

Sales Tax Concurrent Session:

Expansion Teams are Being Considered to Join the League of Gross Receipts-Taxing States

Learn which states are currently in the League, and which want to join. Once in the League, learn how these states address contract terms with veteran “tax-players” and how they

recruit new “tax-players.” A veteran tax-player (Eric Siedentopf of Costco) and seasoned agent (Darcy Kooiker, CPA of Ryan) will discuss the states’ playbooks with particular emphasis on the team everyone loves to hate - Washington.” They will also discuss planning opportunities related to gross receipt taxes for minimizing the taxes due to the company.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Comprehend how the Ohio CAT, Washington B&O and Texas Margin tax is imposed
- ▶ Identify other states that are also moving away from income-based taxes
- ▶ Recognize different opportunities for minimizing gross receipt taxes due

Speakers:

Darcy N. Kooiker, CPA
Principal, Sales and Use Tax
Ryan, LLC
Bellevue, WA

Eric Siedentopf, CPA
Tax Manager
Costco Wholesale Corporation
Issaquah, WA



Tuesday, 3:30-4-30pm

Sales Tax Concurrent Session:

The Pros and Cons of Outsourced Compliance

In today's business climate, companies have cut expenses to the bone and there are few left to layoff. Outsourcing of functions and processes is now the focus of cost cutting. While outsourcing tax compliance can allow your staff to perform more value-added functions, if not carefully planned it may cause more problems than it solves. System compatibility, data requirements, mapping, maintenance of audit files, coordination with internal accounting and smooth management of the treasury function are all areas that need to be considered. Listen as the speakers examine the issues in the context of a specific case study and discussion of broader issues in tax compliance.

Learning Objectives:

After attending the session, the participant will be able to:

- Identify and delineate the tax department's responsibilities and those of an outsourcing provider
Determine if outsourcing the compliance function is right for the company
List the system and data requirements necessary for outsourcing
Recognize the importance of coordinating the treasury and

- accounting functions with the outsourcing provider
Develop a data warehouse that will preserve the audit trail necessary to stay out of trouble

Speakers:

Mike Maiter, Esq. Senior Manager, Indirect Tax Hyundai Capital America Irvine, CA

Michelle McEwan Tax Consultant Toyota Financial Services Torrance, CA

Matt Voorhees Chief Executive Officer/Co-Founder Anybill Financial Services, Inc. Washington, D. C.

Tuesday, 6:00 -10:00pm

Tailgate Party

It's almost "Kick-off" time! Join us for the Tailgate Party of the year. Theme-based activities, along with a special menu, have been planned for your networking enjoyment. Included in the Conference registration fee. Spouses/guests register for this event via a supplemental fee. Admittance is by badge/ticket.

Tailgate Party Sponsor: Marvin F. Poer and Company

Wednesday, 6:45-8:15am

Pre-Session Continental Breakfast

Admittance is by badge only.



Wednesday, 8:30-9:30am

Current Developments in Sales and Use Taxation

Taxpayers continue to battle the states over substantive and procedural issues in courthouses and at state legislatures. Economic pressures on the states and taxpayers have fueled controversies. This session will review the results of the battles about the most important issues over the last year and predict future developments with a focus on how these law changes will affect your business. The speakers will highlight the positive as well as the negative trends over the last year.

Learning Objectives:

After attending the session, the participant will be able to:

- Analyze key decisions and legislative actions that have established new law
Determine the potential positive and negative effects of these new developments
Analyze the steps that need to be taken to protect their company's rights and opportunities and minimize future risks created by these developments

Speakers:

Clark R. Calhoun, Esq. Senior Associate Alston & Bird, LLP Atlanta, GA

Arthur R. Rosen, Esq.

Partner McDermott Will & Emery LLP Miami, FL

Doug Sigel, Esq.

Partner Ryan Law Firm, LLP Austin, TX

Wednesday, 9:45-10:45am

Report From the Frontlines - Update on the Nexus Battles

The nexus battles continue on a number of fronts with battles being fought in the courts, the legislatures, the press and main street, USA. What are the states doing about economic nexus now that we have conflicting rulings out of New York and Illinois? Colorado's reporting rules have resulted in a dizzying back and forth of rulings both pro and con. The Supreme Court refuses to weigh in and Congress continues to move in agonizingly slow fashion. When will there be clarity? Hear our panel of experts shine a beacon of light on the subject as they debate the issues from all sides, provide advice on how to safely navigate the current landscape of uncertainty and offer their prognostications regarding passage of the Marketplace Fairness Act.

Learning Objectives:

After attending the session, the participant will be able to:



- ▶ Discuss what states have been doing in regards economic nexus since the Supreme Court refused to hear the Amazon and Overstock appeal from New York
- ▶ Develop a nexus strategy in regards to affiliations, online retailing and potential reporting requirements
- ▶ Summarize the most recent status of the Marketplace Fairness Act on the Hill and where the nation is headed in terms of nexus
- ▶ Develop a sense of what provisions and features will be included in a national nexus standard

Speakers:

Martin Eisenstein, Esq.
Partner
Brann & Isaacson
Lewiston, ME

Stephen P. Kranz, Esq.
Partner
McDermott Will & Emery LLP
Washington, DC

Warren D. Townsend, CMI
Senior Director Specialty Tax
Wal-Mart Stores, Inc.
Bentonville, AR

Wednesday, 11:00am-12 Noon

Procedural Traps and Missed Opportunities – Don't Ruin Your Chances for a Refund and/or Appeal

The panelists have surveyed their colleagues in the 45 SUT States and otherwise collected and summarized the best practices and worst pitfalls in handling SUT controversies.

Learning Objectives:

After attending the session, the participant will be able to:

- ▶ Identify what subject matter experts believe are the best opportunities in their respective states and which issues most taxpayer's get "wrong" per the State
- ▶ Recognize what subject matter experts believe are the most dangerous traps for SUT practitioners in handling SUT controversies
- ▶ Be more observant about procedural issues when handling tax controversies

Speakers:

Jordan M. Goodman, Esq., CPA
Partner
Horwood Marcus & Berk Chartered
Chicago, IL

Janette M. Lohman, CMI, CPA, Esq.
Partner
Thompson Coburn LLP
St. Louis, MO

Program Concludes



Any IPT member or employee of a company/firm with member(s) in the Institute may register for the Conference. The registration fee provides for the usual Conference expenses and also includes pre-session continental breakfasts, luncheons, receptions, refreshment breaks, Tuesday tailgate party and Conference materials. All spouses/social guests are charged additional fees. Admission to all social functions and sessions is by display of badge (tickets when applicable).

The early registration fee for IPT members is \$595 before May 29, 2014. Registrants save \$50 if payment is received prior to May 29, 2014. The Conference registration fee is \$645 after May 29, 2014. Individuals who are not members of IPT, but whose company or firm has members in IPT, may attend the Conference for an additional \$200 charge. In this case, the total Conference fee for nonmembers would be \$795 before May 29, 2014, and \$845 after May 29, 2014.

If registrants so elect, they may join as an Income, Property, or Sales Tax Associate Member (providing their company already has a member in IPT) for annual dues of \$275. In this case, the total Conference fee would be \$870 before May 29, 2014, and \$920 after May 29, 2014. Dues are nonrefundable even if registration is cancelled. See registration form. You may also register for the Conference online at IPT's website www.ipt.org. Please follow the instructions on the sign-in page.

Faxed registrations are subject to the payment due date and cancellation fees. There is a cancellation charge of \$100. Any faxed registration that is not cancelled in writing prior to the June 20, 2014 cut-off date is subject to the entire Conference fee. All requests for refunds must be in writing. No refunds for cancellations will be given after June 20, 2014 (5:00 pm EST). All registrations are to be handled in ADVANCE through the IPT office. If a person is not registered in advance, a surcharge of \$50 will be assessed over and above the late registration fee. For more information regarding administrative policies, such as complaint and refund, please contact our office at 404-240-2300.

There is a substitution charge of \$40 on or before May 29, 2014; it becomes a \$50 charge after that date (a substitute must be someone from your company). All registrations must be paid in full within three weeks of acceptance and prior to Conference (\$25 surcharge applies to any payment received after May 29, 2014; \$50 surcharge if payment is still outstanding as of June 29, 2014). Confirmation of acceptance will be sent.

All fees must be in U.S. funds. The following credit cards may be used: American Express, VISA, and MasterCard. In order for credit cards to be processed, it is important that the information requested on the registration form be filled out completely. If the address on your registration form differs from the billing address for your credit card, you must provide IPT with the credit card billing address.

Make checks payable to:
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Mail payment to:
Institute for Professionals in Taxation
Building 600, Suite L-2
1200 Abernathy Road, NE
Atlanta, GA 30328
Phone: 404-240-2300
Fax: 404-240-2315



Spouse/Guest Information:

Conferees who bring their spouse/guest to the Conference are required to pay for the events attended by the spouse/guest. The optional IPT events available are the Continental Breakfast, Sunday and Monday night receptions, and the Tuesday night Tailgate Party. See [registration form](#).

Hotel Information and Reservations:

The Institute's Annual Conference is being held at the JW Marriott Desert Ridge Hotel, 5350 East Marriott Drive, Phoenix, AZ 85054. A dedicated booking website has been created for your convenience. Room reservations and special requests should be made directly with the hotel as soon as possible. You may make, modify and cancel hotel reservations online at: https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=11121312. You may also reserve your accommodations by calling one of the hotel's dedicated group reservation phone numbers: 1-800-898-4527 or 480-293-5000. In order to ensure receiving the special group rate of \$205 for single or double accommodations (plus applicable taxes and fees), be certain to identify yourself as being affiliated with IPT. All reservations must be accompanied by a first-night room deposit or guaranteed with a major credit card. Reservations requested after the room block is filled or beyond the cut-off date of May 21, 2014, whichever comes first, are subject to availability. Rooms may still be available after the room block fills or beyond the cut-off date, but not necessarily at the group rate. Reservations must be canceled at least seven (7) days prior to scheduled arrival to avoid a one night's room and tax charge. The hotel does not provide shuttle service. To reserve a shared-ride shuttle, contact the SuperShuttle Service: <https://www.supershuttle.com/>. The approximate taxi fare from the Phoenix Sky Harbor International Airport - PHX is \$65 one way; from the Scottsdale Municipal Airport - SCF, the approximate taxi fare is \$20.

Continuing Education Credits:

Approximately seventeen (17) CPE credits (including 1.5 IPT ethics credit hours) are available for full attendance Monday through Wednesday. Each attendee will be able to request a copy of his or her scanned attendance (Cer-

tificate of Attendance) through the IPT website on the "My Participation" tab approximately two weeks after the end of the program.

The Institute for Professionals in Taxation® is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors through its website: www.learningmarket.org. In accordance with the standards of the National Registry of CPE Sponsors, CPE credits have been based on a 50-minute hour.

As required by regulatory agencies, IPT must verify individual attendance at sessions in order to grant Continuing Education Credits. Each attendee's name badge has a unique barcode that identifies that individual. All current CMIs registered for the Conference will have a special color-coded badge to signify the CMI designation. In order to obtain CE credit, each individual must scan his or her bar-coded badge during the first 15 minutes of each session. No credit for the session will be given to un-scanned attendees.

CMIs will receive hour-for-hour continuing education credits for actual session attendance.

Dress:

For the Conference, dress is business casual, with a reminder; meeting room temperatures and personal comfort ranges vary widely. Since meeting rooms always seem cool, please bring a sweater or jacket. On Tuesday, to get in the spirit of the theme, come dressed for the day to support your favorite pro, college, or local sports team! The Committee also requests that you wear your team attire for the Tailgate Party.

Consent to Use of Photographic Images

Photos will be taken at this event. These photos may be published in IPT publications, multimedia presentations, and on our website. Registration and attendance at, or participation in, IPT meetings and other activities constitutes an agreement by the registrant to IPT's use and distribution of the registrant's or attendee's image or voice in photographs, videotapes, electronic reproductions, and audiotapes of such events and activities.

Prerequisites: Minimum 3 years of professional experience

Program Level: Advanced

Recommended Field of Study: Taxation & Regulatory Ethics

Instructional Method: Group Live

Advance Preparation Required: None

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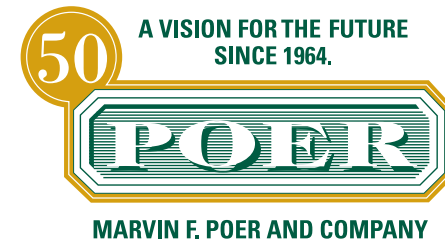


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