

CONFERENCE BROCHURE – 5/5/15

# CERCA

## SPRING MEETING

**MAY 14, 2015**

**MARRIOTT CRYSTAL  
GATEWAY HOTEL**

ARLINGTON, VIRGINIA

*Be sure to check  
[www.cerca.org](http://www.cerca.org)  
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Presented by



Council for  
Electronic  
Revenue  
Communication  
Advancement

## CERCA Spring 2015 Speakers Include:

- ▶ **Debra Holland, Commissioner, Wage and Investment Division, Internal Revenue Service**
- ▶ **Patrick Carter, Director, Delaware Division of Revenue, and, Immediate Past President, Federation of Tax Administrators**
- ▶ **Dr. Mandy Cohen, Chief of Staff to CMS Administrator, U.S. Department of Health and Human Services**
- ▶ **Congressman James Moran, Senior Legislative Advisor, McDermott Will & Emery, and for 24 years, Member of Congress (D-VA)**
- ▶ **Chad Brooker, Manager, Policy & Strategy, Connecticut Health Insurance Exchange**
- ▶ **CeCe Morken, Senior Vice President and General Manager, ProTax Group, Intuit**
- ▶ **John Sapp, Vice President, Strategic Development, Drake Software**
- ▶ **Kathy Pickering, Executive Director, The Tax Institute, and, Vice President, Regulatory Affairs, H&R Block**
- ▶ **Joe Sica, Chief Public Policy Officer, TPG/Green Dot**
- ▶ **Bernie McKay, Chief Public Policy Officer and Vice President, Corporate Affairs, Intuit**
- ▶ **Kerri Gibson, Vice President and General Manager, Small Professional, CCH Small Firm Services**
- ▶ **Mimi Nolan, Director, The Tax Institute at H&R Block**
- ▶ **Steve Ryan, Counsel, Free File Alliance**

## Topics Will Include:

- ▶ **IRS Trends and Critical Issues**
- ▶ **Department of Health and Human Services Perspectives on Affordable Care Act Implementation**
- ▶ **Anti-Fraud Initiatives in the Tax Arena**
- ▶ **State Revenue Agency Trends and Issues**
- ▶ **State Marketplace Perspectives on ACA Implementation**
- ▶ **Tax Reform Prospects and Other Key Congressional Policy Initiatives**
- ▶ **2015 Tax Filing Season Affordable Care Act Analysis and Review**
- ▶ **Affordable Care Act Key Issues for 2016 Filing Season**
- ▶ **Filing Season Overview and Plans for Next Year**
- ▶ **Free File Alliance Update**



Please Register Me For:



SPRING MEETING

ARLINGTON, VA  
May 14, 2015

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

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### Registration Fees

Members: \$450 • Non-Members: \$550

On-Site (After May 12): Add \$25

# of member registrations (1-4) \_\_\_\_\_ @ \$ \_\_\_\_\_

# of member registrations (5+) \_\_\_\_\_ @ \$ \_\_\_\_\_

# of non-member registrations (1-4) \_\_\_\_\_ @ \$ \_\_\_\_\_

# of non-member registrations (5+) \_\_\_\_\_ @ \$ \_\_\_\_\_

TOTAL PAYMENT: \_\_\_\_\_

#### Payment Method:

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

Please charge registration fee to the following credit card:  American Express  MasterCard  Visa

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Cardholder Name (please print) \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

### Conference Information

The conference will be held May 14, 2015, at the Marriott Crystal Gateway Hotel, 1700 Jefferson Davis Highway, Arlington, VA 22202. Please make checks payable to CERCA, or charge the fee to a credit card, above. Cancellations in writing by May 12 will entitle the registrant to a full refund minus a standard \$25 processing fee. After May 12, no refund will be issued. Substitutions (for the full conference) will be allowed at any time without penalty. Sleeping rooms are available at the Marriott Crystal Gateway Hotel for \$259 single/double. To receive this preferred rate, please use the link that can be found at [www.cerca.org](http://www.cerca.org), or call the hotel directly at 1-877-212-5752, and say you are with the "CERCA" or "Council for Electronic Revenue Communication Advancement" block of reserved rooms. **This meeting will run from 8:30 AM until 4:15 PM.**

**NEW! NEW! NEW!**  
**Special Group Discount Rate!!**  
AFTER THE FIRST FOUR REGISTRATIONS AT REGULAR RATE, SUBTRACT \$75 OFF EACH ADDITIONAL REGISTRATION!  
To receive this discount, registrants must be from one organization, register at the same time, and pay in full.

Please fax or mail this form to:



Council for  
Electronic  
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600 Cameron Street  
Alexandria, VA 22314  
Tel: 703-340-1655  
Fax: 703-340-1658  
E-Mail: [cerca@cerca.org](mailto:cerca@cerca.org)



Please Register Me For:



**SPRING MEETING**

**ARLINGTON, VA**

**May 14, 2015**

**ADDITIONAL REGISTRATIONS:**

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Telephone \_\_\_\_\_ E-Mail \_\_\_\_\_

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