



Preliminary Program (as of 9-30-2024)

CERCA Fall 2024 Conference

8:45-9:00 am Opening Remarks

CERCA Chair-Timur Taluy, CEO, FileYourTaxes.com
CERCA Executive Director Tim Hugo

9:00-9:40 am Keynote Speaker

IRS Commissioner -The Honorable Danny Werfel

9:40-10:00 am The 2024 Electronic Tax Administration Advisory Committee (ETAAC) Report

Vernon Barnett, ETAAC Chair & Commissioner of Revenue, State of Alabama
Amy Wang Miller, ETAAC Vice Chair & Senior Director-Government Affairs, ADP

10:00-10:20 am Morning Break

10:20-11:20 am David Maimon, Professor, Director of Evidence Based Cybersecurity Research Group, Georgia State University, Andrew Young School of Policy Studies and Head of Fraud Insights for SentiLink

11:20-11:50 am Featured Speaker:

Ken Corbin, Chief, IRS Taxpayer Services

11:50-1:00 pm Lunch

1:00-2:00 pm "The Transformers"

How the IRS is Changing Its Technology & Procedures to Improve the Experience for All Stakeholders:

Moderator: Michele Geraci, Vice President, Tax Development, Jackson Hewitt

Speakers: Fumi Tamaki, Chief, Taxpayer Experience Officer, Taxpayer Experience Office
David Padrino, Chief, Transformation Strategy Office
April Harding, Director, User Experience Services, Office of Online Services
Joe Dianto, Director, Customer Account Services, Taxpayer Service

2:00-2:20 pm Afternoon Break

2:20-3:10 pm 2025: Get Ready for the Tax Superbowl of 2025

The Panel will discuss the TCJA legislation and the tax provisions that will start to expire in 2025 as well as who/what might expect to "get sacked."

Moderator: Daniel Eubanks, Director, Federal Government Relations, Intuit

Speakers: Russ Sullivan, Brownstein Hyatt Farber Schreck

Other Speaker – TBA

3:10-4:00 pm "Don't Stop Believing - Or Do You?"

Industry's Journey to Combat Tax Scams and Schemes

Moderator: John Sapp, Vice President-Brand Ambassador, Drake Software

Speakers: Shannon Bond, Vice President & Segment Leader, Wolters Kluwer

Andy Phillips, Vice President, The Tax Institute, H&R Block

Mark Steber, Chief Tax Officer, Jackson Hewitt