

# HIGHLIGHTS OF THIS YEAR'S TAX AND ACCOUNTING SEMINAR:

## SCHEDULE AT-A-GLANCE

### JULY 9, 2007

Noon – 6:00 p.m.	Registration Open
1:00 p.m. – 6:00 p.m.	General Sessions
6:00 p.m. – 7:00 p.m.	Networking Reception
7:00 p.m. – 9:00 p.m.	Dutch-Treat Dinner

### JULY 10, 2007

8:00 a.m. – 11:00 a.m.	Registration
8:00 a.m. – 8:30 a.m.	Breakfast
8:30 a.m. – Noon	General Sessions
Noon – 1:00 p.m.	Buffet Lunch
1:00 p.m. – 2:00 p.m.	Closing Session

## SPEAKERS WILL INCLUDE:

**JANE FERGASON**, Partner, Gardere Wynne Sewell L.L.P.

**KEVIN HERDMAN**, Chief Operating Officer,  
Silpada Designs

**DEAN HEYL**, Attorney & Manager, Government  
Relations, Direct Selling Association

**RICHARD MILLER**, CFO & Vice President, Finance,  
Tastefully Simple, Inc.

**MILTON PAGAN**, Senior Program Analyst, IRS

**KATHY PETRONCHAK**, Commissioner, Small  
Business/Self-Employed, IRS

**JIM RICHMOND**, President, Professional Tax Services

**JOHN WEBB**, Associate Legal Counsel & Manager,  
Government Relations, Direct Selling Association

## INSIGHTS FROM THE IRS AND THE DEPARTMENT OF COMMERCE . . .

### SMALL BUSINESSES AND THE SELF-EMPLOYED

What are the IRS's views of our industry? Is there a way we can work with them to better manage day-to-day tax issues for our companies and our salesforce? These are exactly the questions the Commissioner of the Small Business/Self-Employed division will address when she attends this July's seminar. Bring your questions, as this will be an invaluable opportunity to have the Commissioner's ear for a myriad of subjects.

### INTERNATIONAL TAX CHALLENGES FOR DIRECT SELLING

During the past 10 years, more and more direct selling companies—particularly small companies new to the industry—have expanded internationally to broaden their market share. If your company is exploring an international move or has opened operations in another country and is now experiencing challenges, this session will be an eye-opener for you! A representative from the Department of Commerce will join us as we discuss the ins and outs of international taxation and unlooked-for challenges that may be waiting for the unprepared.

### THE IRS AUDIT TECHNIQUE GUIDE

The Direct Sellers Audit Technique Guide is a substantial document that shows impressive efforts on behalf of the IRS and DSA to ease the auditing process for independent contractors in our industry. Its contents affect your salesforce and will greatly assist them if an IRS auditor ever knocks on their door. An IRS representative will be on hand this July to discuss highlights of the Guide. If your company is not well-informed about this resource, make sure you're in D.C. for this discussion!

### HOME-BASED BUSINESSES & ACCOUNTING

The tax benefits and consequences of working in the home are numerous and can be confusing for members of your salesforce. But where do they learn about these details? If your salesforce has ever come to your company for help in the past and you've not been able to assist them, you'll be prepared next time after you've joined us to discuss this very important subject.

## PROFESSIONAL EDUCATION CREDIT INFORMATION

This seminar will offer 8 Continuing Professional Education credits (based on a 50-minute hour) for CPAs within the corporate taxation field of study. We believe this program will offer valuable information for accountants at all levels of the corporate tax department, from entry level to senior staff. There are no prerequisites and no advance preparation is required. The Direct Selling Association 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, 150 Fourth Avenue North, Suite 700, Nashville, TN 37219-2417. Web site: [www.nasba.org](http://www.nasba.org). For more information regarding DSA's administrative policies such as complaints and refunds, please contact our offices at (202) 452-8866 and we will be happy to assist you.

## INDUSTRY EXPERTS TELL ALL . . .

### ACCOUNTING SOFTWARE SOLUTIONS

Every direct selling company experiences accounting software challenges, particularly during periods of high growth. What methods should your company employ to choose an application successfully? And how should you determine if it's time for an upgrade? This year's seminar will include a session focusing on accounting software available for our industry, and will assist you in determining if you have the software you need to manage your business. Let our presenters relieve your accounting software headaches!

### COMPANY GROWTH AND YOUR TAXES

Rapid company growth is great news, right? A bigger salesforce means more customers and more sales ... along with less stocked inventory, higher manufacturing costs and outgrowing your warehouse, too. How do you keep up with the challenges caused by periods of high growth while also keeping track of what needs to change within corporate finances? A panel of representatives from quickly growing member companies will share their first-hand experiences about the unforeseen challenges they've encountered, and how they've resolved them.

### THE TAX GAP

Congress is, again, looking at the tax gap (the difference between taxes owed and taxes paid to the government voluntarily and on time), and is, again, focusing on independent contractors as targets of proposals to reduce the gap. What does this mean for our industry and the 14.1 million independent contractors that comprise our salesforce? DSA's legal staff will lead this important discussion, as we explore the ways in which our industry can combat this challenge. Being present for this conversation will help you prepare for any possible changes in the law.

### TAX UPDATES AND CHANGES

Do you know that tax laws vary from jurisdiction to jurisdiction, and from state to state? Do you know which tax laws have changed in which jurisdictions in the past year? If you can't answer these two questions quickly and with certainty, it could cost your company money—perhaps lots of it. We will be dedicating time to this very important subject this July to insure you're brought up-to-date on the most important legislative developments with which our industry should be concerned.

### STATE SALES TAX COLLECTION

Sales and use tax, nexus, corporate income or franchise tax, independent contractor law and more vary from jurisdiction to jurisdiction. The way in which direct sellers collect and remit taxes affects the way your company needs to collect and remit taxes. We'll go over the nuts and bolts of tax collection and provide practical guidance relevant to all direct selling companies to insure you and your distributors are in compliance, and that you're not working harder than you should be to stay on the right side of the tax man.

## HOTEL & REGISTRATION INFORMATION

Register online for the  
2007 Tax and Accounting Seminar at  
<http://www.dsa.org/2007tax/>

A block of rooms has been reserved at The Westin Washington, D.C., City Center for DSA registrants. To reserve a room, please call the hotel directly at (202) 429-1700 as soon as possible, and identify yourself as being with DSA. The special DSA rate is \$169/night. **Housing is not guaranteed after June 15, 2007.** Hotel Address: 1400 M Street, NW, Washington, DC 20005.

### Cancellation Policy:

A \$50 charge will be deducted for all registration cancellations. To receive a refund, your cancellation must be in writing and received by June 18, 2007. Registration fees are transferable to another delegate within your company. However, there is no carryover to the next, or another, DSA conference. If a substitution takes place, please contact Angela Zaragoza at (202) 452-8866 or e-mail her at [azaragoza@dsa.org](mailto:azaragoza@dsa.org).