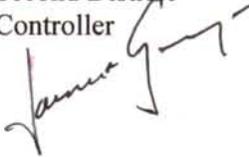


Memorandum

To: Honorable Jerome E. Horton, Chairman
Honorable Michelle Steel, Vice Chair
Honorable Betty T. Yee, First District
Senator George Runner (Ret), Second District
Honorable John Chiang, State Controller

Date: May 15, 2012

From: Jaime Garza, Deputy Director
External Affairs Department



Subject: **Electronic Registration (eReg) Campaign Launch**

The External Affairs Department (EAD) has developed a marketing campaign to encourage voluntary compliance with the new Electronic Registration (eReg) functions for various permits, licenses, and accounts. The purpose of this campaign is to notify the public of the change in the BOE's current processes.

The primary audience of the campaign is new business owners, tax practitioners, and nonprofit organizations. EAD will also collaborate with SUTD and PSTD program staff to communicate to existing BOE tax and fee payers.

The campaign message is: "*Starting a Business Just Got Easier with eReg*". The campaign will focus on communicating the convenience and ease of registering electronically for various BOE permits, licenses, and accounts.

This campaign will be conducted in three phases: 1. Pre-Launch Partnering; 2. Post-Launch Awareness & Compliance; 3. Ongoing Compliance.

EAD will partner with a number of organizations to promote the benefits of eReg. Examples of some partner organizations include:

- Governor's Office of Business and Economic Development.
- U.S. Small Business Administration and California Small Business Development Centers.
- California Chamber of Commerce and local business chambers.
- Tax Professional and other consultants who assist business start-ups.
- Ethnic Chambers of Commerce to engage non-English speaking businesses and consumers.
- Cities, Counties, Local Governments, Public Libraries and other local public entities.
- Various trade associations that represent industries with a high volume of business creation.
- CalTrans, DMV, FAA, and other partner government agencies.

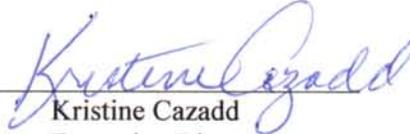
For the Reg campaign, the EAD developed a number of educational items.

- Posters: Posters were designed to be displayed in our district offices and given to partner organizations to help promote eReg.
- Brochure: A brochure was designed to give businesses a brief description of eReg and raise awareness.
- Insert: A 1/3 page insert was designed to enable BOE to mail information to our existing customers and to give to our partners to raise awareness of eReg.

Please contact the External Affairs Department with any questions at 916-327-8988.

cc: Ms. Regina Evans-Jarrett
Mr. Joel Angeles
Mr. Alan LoFaso

Mr. Sean Wallentine
Ms. Marcy Jo Mandel
Ms. Joann Richmond (MIC:80)
Ms. Kari Hammond (MIC:19)

Approved: 
Kristine Cazadd
Executive Director

Starting a Business Just Got Easier

with



Electronic Registration & More

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Fast

BOE permits, licenses, and accounts in one easy location

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 Publication 214P1 (4-12)

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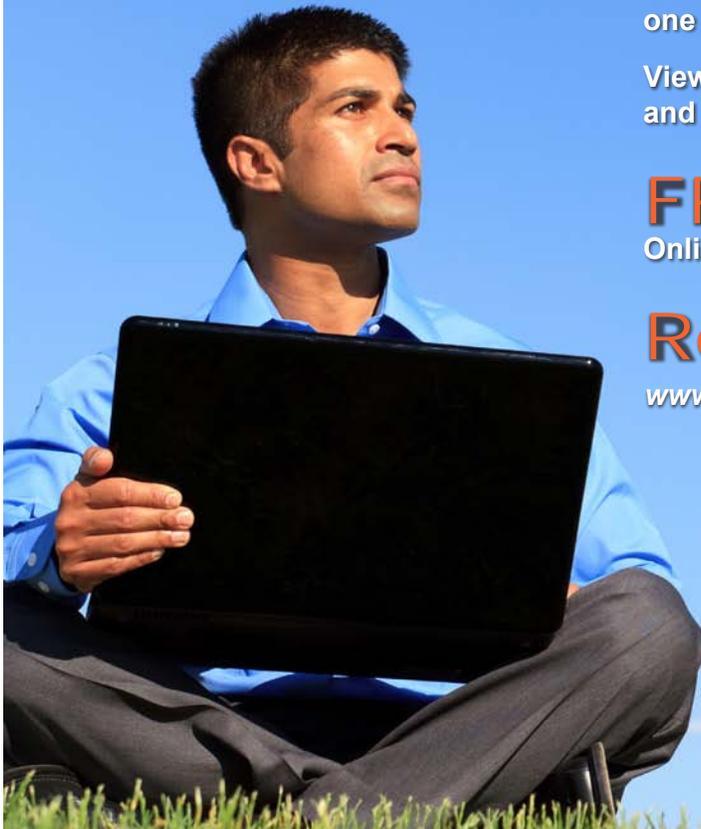
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 Publication 214P4 (5-12)

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June 18, 2012

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Publication 214P2 (5-12)



California State Board
of Equalization

Did You Know?

The BOE has a number of electronic services available to help your business.

- eFile. You can electronically file a return.
- Verify a permit online.
- Use mobile applications to find the closest BOE office, verify a permit, or find the sales and use tax rate.
- Watch online seminars and find other educational classes and events in your area.
- Follow the BOE on YouTube™, Twitter, and Facebook®.



What is eReg?

Electronic registration (eReg) is a convenient, fast, and free way to register online for a permit, license, or account with the BOE.

- Get a seller's permit
- Add a new business location to an existing BOE account
- Register as a qualified purchaser
- Pay use tax for one-time purchases and for vehicles, vessels, aircraft, and manufactured or mobilehomes
- Register for a Timber Yield Tax account
- Register as a cigarette retailer
- Register to pay taxes on Internet purchases of cigarette or tobacco products
- Register for an International Fuel Tax Agreement (IFTA) account
- Apply for and purchase a California Fuel Trip permit
- Apply for and purchase Annual Flat Rate Decals for private passenger vehicles
- Register for other Special Tax and Fee programs

Doing Business Just Got Easier

with



Electronic Registration & More



As easy as 1-2-3...

1. **Log on to www.boe.ca.gov.** Click on the eReg button. Register with the Board of Equalization (BOE) to get started.
2. **Complete one application.** One application will start the process for the permit, licenses, and accounts you need. Seller's permits are free but some licenses and accounts require a fee. You can pay in one of three easy options.
3. **Print your confirmation.** Most accounts register instantly and will allow you to print your seller's permit right away. For other accounts, you will receive an email notification or can log in to check the status of your application. You can print your permit or license from our website when you are notified your registration is complete.



What You Need:

- Social Security Number (corporate officers excluded)
- State Driver License or Identification
- Bank Account Information
- Name and address of your supplier, bookkeeper, accountant, or other person maintaining your business records; a personal reference
- Email address
- Projected monthly and taxable sales
- Federal Employer Identification Number if you have partners, a corporation, or limited liability company
- Additional information may be required
- Please visit www.boe.ca.gov for a more detailed listing



Why should I eReg?

- One form starts the process for the permits, licenses, and accounts you need to start your business
- You can view the status of your application(s) online
- Get emails with updates on the status of your application(s)
- Online help and live assistance during business hours
- Get links to reference materials related to your business activities



Good for You

Good for California

www.boe.ca.gov



Starting a Business? Life Just Got Easier

with

e·reg

Electronic Registration & More



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Coming Soon

June 18, 2012



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