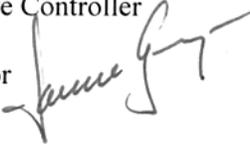


# Memorandum

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: January 4, 2013

From: Jaime Garza, Deputy Director  
External Affairs Department



Subject: **Board of Equalization 2013 Educational & Outreach Plan**

This memo is to inform the Board Members that the Outreach Services Division will present the Board of Equalization (BOE) Education & Outreach Plan for the 2013 calendar year at the Customer Service and Administrative Efficiency Committee meeting on January 15, 2013. The Outreach Plan for 2013 will include events/seminars, new online tools, webinars and educational mailers.

In 2013, the BOE will sponsor or participate in 627 education and outreach events/speaking engagements and taxpayer classes.

- 50 BOE Sponsored Seminars/Events
- 12 AB71 Cigarette Tax Classes
- 250 Speaker's Bureau Requests
- 315 Basic Sales and Use Tax District Office Classes

The Outreach Services Division is working closely with Board Member offices to finalize specific dates, times and venues.

In addition, BOE Education and Outreach efforts to enhance voluntary compliance will include the following activities:

- New online educational tools (seminars, webinars) for small businesses, restaurant industries, nonprofit organizations, and tax practitioners
- Educational mailers for small businesses, fire fee, restaurant industry, nonprofit organizations, and tax practitioners.
- E-communication – including links to educational compliance information in the BOE standard and routine email communications to our permit holders.

All educational and outreach activities will focus on the tax compliance issues connected to the following:

- Use Tax
- Non Filers
- Underreporting

The Outreach Services Division is working closely with Board Member offices to customize the outreach activities to meet the taxpayer needs in each Equalization District.

If you have any questions or would like to make any changes to the event schedule, please contact Ms. Kari Hammond at (916) 324-2507.

cc: Mr. Mike Gipson  
Mr. Joel Angeles  
Mr. Alan LoFaso  
Mr. Sean Wallentine  
Ms. Marcy Jo Mandel  
Ms. Joann Richmond (MIC:80)  
Ms. Kari Hammond (MIC:19)

Approved:   
Cynthia Bridges  
Executive Director

KH:kh