

Chairman Jerome E. Horton

4th District – Los Angeles

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BOE Awarded for Excellence in Public Relations
BOE Website and Video Series Meeting Taxpayer Needs by Providing Easy-to-Use Tools

Sacramento – The California State Board of Equalization (BOE) received two statewide awards from the California Association of Public Information Officials (CAPIO) for its newly redesigned website and informative use tax video series.

CAPIO, an organization of public communication professionals, honored the BOE with a first place Award of Excellence for its reengineered website, www.boe.ca.gov, and an Award of Distinction for its use tax video series.

“These honors spotlight the hard work of our BOE staff in developing customer-focused tools designed to make it easier for businesses to partner with the BOE and to increase voluntary compliance,” said Executive Director Cynthia Bridges.

The **BOE’s new website**, developed by BOE employees and unveiled in August, is customer-friendly and task-oriented. The website was built with California tax and fee payers in mind, and incorporated many of their suggestions. The CAPIO judges said they were wowed by the transformation and stressed that, “The site was a refreshing approach to government website design and a huge improvement!”



The BOE received awards from CAPIO for its website redesign and its three-part use tax video series. Photo: Caeser Moua/BOE

The BOE’s creative three-part use tax video series seeks to educate viewers about use tax, the easy ways in which to pay, and how it supports vital services that benefit all Californians.

The CAPIO Excellence in Communication Awards honor California’s best-of-the-best in the areas of communication and marketing campaigns, new media, writing, website development and video production.

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Editor's Notes:

- Watch the BOE's use tax video on traveling: <http://bit.ly/BOETravel>
 - Watch the BOE's use tax video on purchasing gifts from out-of-state vendors: <http://bit.ly/BOEGIFT>
 - Watch the BOE's use tax video on how residents can calculate what they may owe using the lookup table: <http://bit.ly/UseTaxVid1>
- Watch a video highlighting the new BOE website: bit.ly/BOEWebPromo * *
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Elected in 2010, Chairman Jerome E. Horton is the Fourth District Member of the California State Board of Equalization, representing more than 8.5 million residents in Los Angeles County. He is also the Board of Equalization's Legislative Committee Chairman. He is the first to serve on the Board of Equalization with over 21 years of experience at the BOE. Horton previously served as an Assembly Member of the California State Assembly from 2000-2006.

The five-member California State Board of Equalization is a publicly elected tax board. The Board of Equalization collects \$56 billion annually in taxes and fees supporting state and local government services. It hears business tax appeals, acts as the appellate body for franchise and personal income tax appeals, and serves a significant role in the assessment and administration of property taxes. For more information on other taxes and fees in California, visit www.taxes.ca.gov.

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