

New Enforcement Results

As of April 23, 2015, the Franchise Tax Board (FTB) has contacted 1,469 tax preparers statewide. Of those, FTB visited 215 tax preparation offices and sent letters to 1,254 tax preparers.

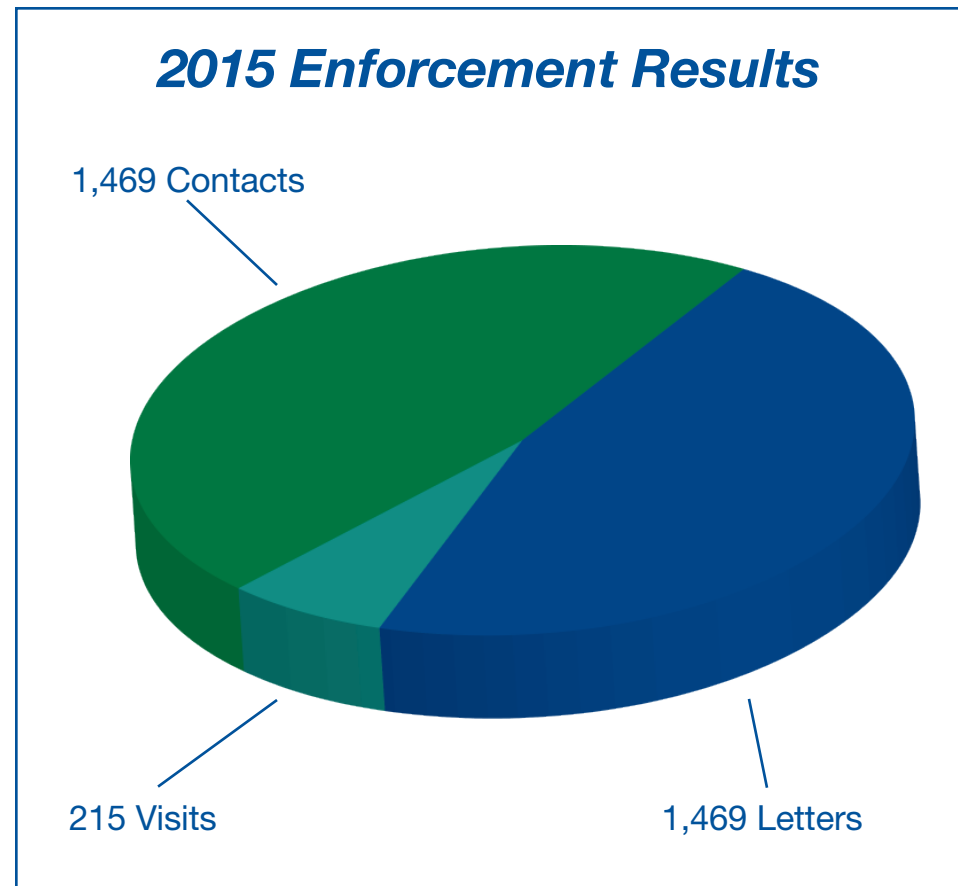
So far 55 unregistered tax preparers have been issued the \$2,500 penalty for the 2015 enforcement year. FTB also reports a total of 47 unregistered tax preparers have now been issued a \$5,000 penalty.

California law requires anyone who prepares tax returns for a fee and is not an attorney, certified public accountant (CPA) or enrolled agent (EA), to register as a tax preparer with CTEC.

Tax preparers who are caught preparing tax returns illegally are issued a \$2,500 penalty letter from FTB and have 90 days to comply. If a tax preparer registers with CTEC by the

deadline, the penalty is removed. If the tax preparer does not comply or complies late, the \$2,500 penalty stands. In the next year, if that tax preparer still fails to comply and continues to prepare tax returns, a \$5,000 penalty will be issued.

CTEC and FTB partnered in 2005 to help better protect California taxpayers against fraud by enforcing tax preparer compliance. CTEC pays for the entire enforcement program. All penalties collected by FTB are deposited into the state's general fund.



Senators Unveil Bill to Regulate Tax Preparers

Two Democrats on the Senate Finance Committee have introduced legislation to regulate paid tax preparers.

Senate Finance Committee ranking member Ron Wyden, D-Ore., and Senator Ben Cardin, D-Md., unveiled the legislation on January 8, 2015 to give the Treasury Department and the IRS authority to

regulate paid tax preparers. The bill would require tax preparers to show competency in preparing tax returns, claims for refunds and related documents.

The legislation was introduced in response to the Loving v. IRS court case, which ruled the IRS did not have the authority to regulate tax preparers.

IRS Nationwide Tax Forums

Registration is now open for the 2015 IRS Nationwide Tax Forums. CTEC will have a table at the below forum:

San Diego
Town and Country Resort
August 11-13, 2015

CTEC is scheduled to participate in a joint presentation with the Franchise Tax Board at the San Diego forum. The presentation will count for one state hour of continuing education. CTEC Registered Tax Preparers (CRTPs) who attend the forums can also

earn up to 18 federal hours.

If you plan to attend, please remember to provide your CTEC number to the IRS when you register. If you do not give the IRS your CTEC number, you may not get credit for the courses you take.

Several weeks after the forum, the IRS will either mail or email your course completion certificate.

If you decide to skip San Diego and go to one of the other forums, you will have to submit a copy of the IRS completion

certificate to CTEC and renew your registration by mail (one of the few exceptions to the CTEC online registration requirement).

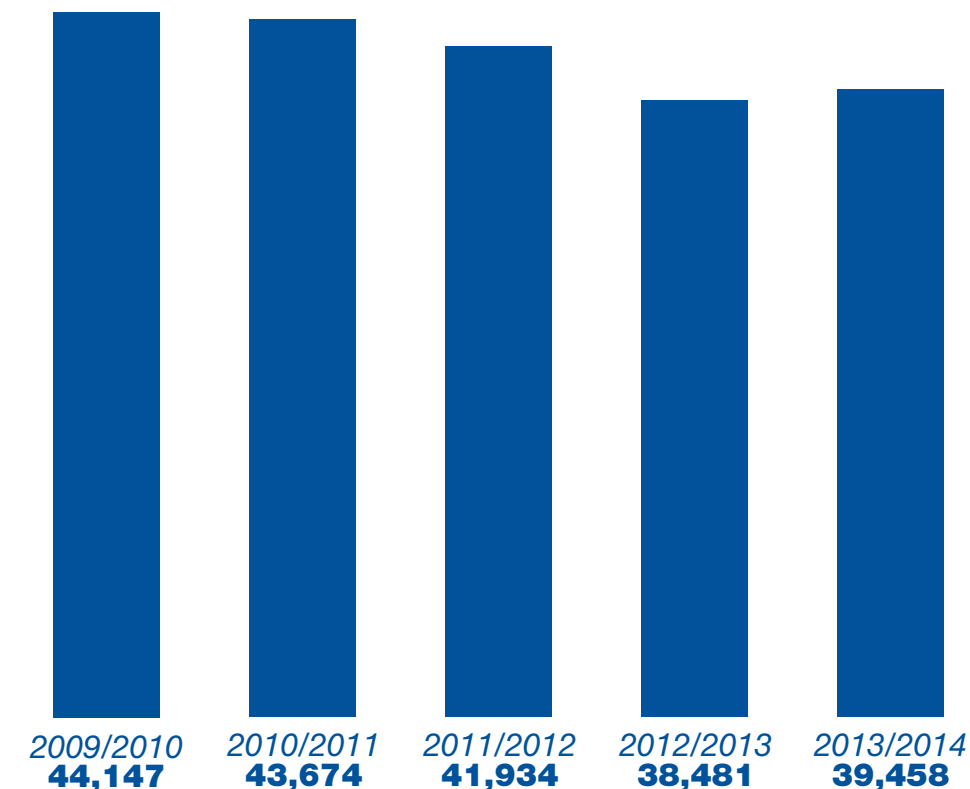
This is an IRS event so please do not call CTEC with questions. For more information or to register, visit irstaxforum.com.

New Provider Complaint Report

Do you have an issue with a CTEC-approved education provider and would like to report it? Email CTEC at info@ctec.org or call 877-850-CTEC to fill out a complaint form.

CTEC Registrations

Below is a snapshot of CTEC registrations over the past five years.



Find CTEC



**MARK YOUR CALENDAR!
YOU ARE INVITED!**

CTEC committee and board meetings are open to the public

May 21-22, 2015
Sacramento, CA

November 19-20, 2015
Napa, CA

Call **877-850-CTEC** if you would like to attend

CTEC news views

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Public Awareness Campaign

Thanks to a mix of traditional media, social media and Internet news sources, California taxpayers are getting the message— Verify your tax preparer is legal.

Media Relations

For the 2014/2015 public awareness campaign, CTEC sent press releases to editors, reporters and producers both statewide and nationally. CTEC secured a total of 47 media and blog reports from a number of prominent news sources, including CBS News Money Watch, San Francisco Chronicle, KTVU-TV San Francisco, News 10 Sacramento, La Opinion, World Journal, KGET-TV Bakersfield and KSEE-TV Fresno.

Twenty-four radio stations also aired CTEC public service announcements in English and Spanish.

Visual Marketing

For the second year, CTEC implemented a visual marketing campaign using four new infographics to reach taxpayers during the 2015 tax season. The infographics highlighted CTEC

requirements, California tax preparers and enforcement efforts.

Most of the views and shares came from Twitter and Pinterest.

Advertising

The 2014/2015 paid advertising campaign focused on outdoor advertisements, social media (Facebook, Twitter and You Tube), and Google AdWords. For the first time ever, CTEC also advertised through print media to reach the Asian Community, specifically Chinese and Filipinos, in Southern California.

Billboards were displayed in Fresno, San Diego and Sacramento. Bus signs were posted in Los Angeles, Fresno and Bakersfield. CTEC advertisements were also printed in the Los Angeles World Journal and Asian Journal.

The decision to advertise in those markets was based on enforcement reports from the Franchise Tax Board.

CTEC allocated \$220,000 from its 2014/2015 budget for the paid advertising campaign.



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