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Public Awareness Campaign Targets “Ghost” Tax Preparers

CTEC will expand its public awareness campaign to target tax preparers who do not sign client tax returns, also known as “ghost tax preparers.”

CTEC will launch a new microsite, ReportTaxPreparerFraud.org, that will focus on educating the public about ghost tax preparers. The microsite will also be in Spanish and Mandarin.

All CTEC advertisements will promote the new microsite. CTEC will run bus signs and billboards throughout the Los Angeles market in English, Spanish and Mandarin. The decision to advertise in Los Angeles is based

on enforcement reports from the Franchise Tax Board (FTB).

Internet advertisements will also run during the 2017 tax season to educate California taxpayers about ghost tax preparers and how to find a California approved tax preparer.

In addition to paid advertisements, CTEC will submit press releases to the media, plus launch a social media campaign that will focus on promoting new YouTube videos regarding ghost tax preparers and how to choose a tax preparer. The videos will be in English and Spanish.

Continued on page 2

Late Renewals Due Soon

CTEC Registered Tax Preparers (CRTPs) who did not renew with CTEC by the October 31, 2016 deadline have until January 15, 2017 to renew late and pay the \$55 late fee. CRTPs who fail to meet the late renewal deadline will be required to start over,

re-take the 60 hour qualifying education course and register as a new tax preparer.

By law, CRTPs cannot prepare tax returns for a fee until their registration is current with CTEC.

What is a Microsite?

A microsite is a separate website commonly developed by organizations or companies that want to measure the effectiveness of a specific campaign. It usually takes more creative leaps in design, is focused on one message concept and has a different website address.



Mark Your Calendar! You Are Invited!

CTEC committee and board meetings are open to the public.

May 19-20, 2017
Sacramento

November 16-17, 2017
Oakland

Please call **877-850-2832** if you would like to attend.

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Continued from page 1

A new version of the 2016 microsite, KnowYourTaxPreparer.org, will continue to be promoted through social media.

The goal of the campaign is to...

- Strategically target California taxpayers who are considered at high risk for choosing a questionable tax preparer.
- Make the message more

memorable and sharable through social media.

- Establish an easier method for taxpayers to find a California approved tax preparer.

Through the microsites, CTEC can better track the percentage of taxpayers who took action after seeing a CTEC advertisement, social media post or media report.

Registered, Licensed or Certified?

When you need to find a word to describe your status as a professional tax preparer, you should use the word “registered.” CTEC Registered Tax Preparers (CRTPs) are not licensed, enrolled, certified or public. Never use those terms. It is false advertising.

Unlike the IRS, State Bar and California Board of Accountancy, which license or certify its group, CTEC was not given that kind of

authority from the California State Legislature. To license or certify, some type of enforcement power is required.

It is the reason why CTEC partners with the Franchise Tax Board (FTB) to enforce tax preparer compliance. CTEC does not have any enforcement authority other than to manage the registration of nonexempt tax preparers.

New CTEC Board Member

Tracy Allford was appointed by Liberty Tax Service. She has served as the Director of Training for Liberty Tax Service since December of 2015.

Previously, Ms. Allford taught business courses at a Virginia college and was an insurance agent serving the local Hampton Roads community.

Ms. Allford holds a Finance M.B.A and a bachelor’s degree with a



dual major in Management and Marketing.

Government Partners

CTEC partners with government organizations to help reach taxpayers and tax preparers regarding California requirements for professional tax preparation.

Internal Revenue Service

irs.gov

Tax Professional Information
irs.gov/taxprofessionals

AFSP Information
irs.gov/tax-professionals/annual-filing-season-program

Franchise Tax Board

ftb.ca.gov

Tax Professional Information
ftb.ca.gov/professionals

Tax News Subscriptions
ftb.ca.gov/professionals/taxnews

Covered California

coveredca.com

1095 Information
coveredca.com/members/form-1095-a

Find Local Help
coveredca.com/get-help/local

Special Enrollment Period Information
coveredca.com/individuals-and-families/getting-covered/special-enrollment

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