

The Tax Council

Established 1966

2010 Annual Spring Tax Conference

New Tax Challenges in 2010 & Beyond



March 25-27, 2010
The Breakers, Palm Beach, FL

The Tax Council

1301 K Street, NW • Suite 800W • Washington, DC 20005
Telephone 202.822.8062 • Facsimile 202.315-3413 • email general@thetaxcouncil.org

BOARD OF DIRECTORS

CHAIRMAN

Michael Reilly
Johnson & Johnson

Claire Babineaux-Fontenot
Wal-Mart Stores, Inc.

Douglas Bates
Northwestern Mutual

Robin D. Beran
Caterpillar Inc.

Janet Boyd
DOW Chemical Company

Fred Brenner
Steelcase Inc.

Anne Buettner
The Walt Disney Company

Kevin Conway
Warner Music Group

Ronald D. Dickel
Alcoa Inc.

Linda Evans
IBM

Jim Fitzgerald
Dell Inc.

Harry Gutman
KPMG LLP

Josef Hajek
Tupperware Brands Corporation

William Hawkins
The Coca-Cola Company

David Heywood
Lockheed Martin Corporation

Jeffrey R. Levey
Citigroup Inc.

David Lewis
Eli Lilly and Company

Ellen MacNeil
Deloitte Tax LLP

Barbara Groves Mattox
General Electric

James R. McCarthy
Procter & Gamble

Sarah McGill
PepsiCo, Inc.

Nanci Palmintere
Intel Corporation

Lindy Paull
PricewaterhouseCoopers LLP

Thomas Roesser
Microsoft Corporation

Edward Schleper
Mohawk Industries, Inc.

Karl Schmalz
Exxon Mobil Corporation

Del Threadgill
JC Penney Company, Inc.

L. Brian Tommer
Mars, Inc.

Tobin Treichel
United Technologies Corporation

Mark Weinberger
Ernst & Young LLP

COMMITTEE CHAIRMEN

David Lewis
Finance-Executive

Jeffrey R. Levey
Program

Sarah McGill
Policy

Jim Fitzgerald
Membership

Tobin Treichel
Communications

James R. McCarthy
Nominating

OFFICERS

Roger J. LeMaster
Executive Director

Douglas Bates
Treasurer

December 11, 2009

Dear Member:

We invite you to join us for our return to The Breakers in Palm Beach, FL for The Tax Council's Annual Spring Tax Conference, "**New Tax Challenges in 2010 and Beyond**" which will be held March 25-27, 2010.

Our current economy and the new Administration have raised many challenges surrounding the way companies do business. The 2010 Spring Tax Conference will provide timely information about critical foreign and domestic tax issues through a variety of sessions that will include high-level experts from government and the private sector. It will also allow time for many formal and informal networking opportunities.

While many other organizations are seeing decreases in event attendance due to the economy, we were pleased to welcome over 120 members and guests to this year's conference in March. We credit this high attendance with some enhancements we made to the program which we will continue in 2010 including special programming just for tax directors!

Our conference is kept deliberately small in order to give every attendee the opportunity to fully participate and interact with the speakers, as well as their friends and colleagues. **We will also continue to provide discounts for multiple attendees from the same company.** In addition, we have again negotiated an extremely low room rate at The Breakers for the dates of the conference.

The Tax Council prides itself in **consistently sponsoring programming which provides attendees with up to date information** about important tax issues. Give us the chance to show you!

If you have any questions, please give us a call at 202-822-8062 or e-mail us at general@thetaxcouncil.org.

With best wishes,



Roger LeMaster
Executive Director



Jamie Beaulieu
Associate Director -
Marketing, Conferences &
Administration

THE TAX COUNCIL
2010 ANNUAL SPRING TAX CONFERENCE
"New Tax Challenges in 2010 and Beyond"
The Breakers – Palm Beach, FL
March 25-27, 2010

Tentative Agenda

Thursday March 25

5:30 pm

Finance-Executive Committee Meeting
(Committee Members Only)

6:30 – 8:00 pm

Welcoming Reception & Dinner
Reception sponsored by KPMG LLP
Dinner sponsored by Bingham McCutchen LLP

Friday March 26

7:30 – 9:00 am

Breakfast for Members and Guests
Breakfasts (Friday and Saturday) sponsored by PricewaterhouseCoopers LLP

7:30 – 8:45 am

TTC Board of Directors Breakfast Meeting
(BOD Members Only)

8:45 – 9:00 am

TCPI Board of Directors Meeting
(BOD Members Only)

9:00 am – 12:00 pm

General Session – Speakers & Panel Discussions
Coffee breaks (Friday and Saturday) sponsored by Skadden, Arps, Slate, Meagher & Flom LLP

12:00 pm

Formal and Informal Networking

6:30 – 11:00 pm

Reception and Dinner
Reception Sponsored by Ernst & Young LLP
Dinner sponsored by Deloitte Tax LLP

Saturday March 27

7:00 – 8:00 am

Breakfast for Members and Guests

7:00 – 8:00 am

Breakfast Roundtable Discussion
(“Tax Directors” Only)

8:00 – 8:45 am

Keynote Speaker

8:45 am – 1:00 pm

General Session– Speakers & Panel Discussions

Tentative topics to include:

- International issues
- State taxation concerns
- Legislative Hill staff teleconference

- Where is the IRS going?
- Political outlook

Previous Spring Tax Conference Speakers

2009 – The Breakers, Palm Beach, FL

Rosanne Altshuler, The Urban Institute
Nathan Andrews, Deloitte Tax LLP
Barbara Angus, Ernst & Young LLP
Robin Beran, Caterpillar, Inc.
Daniel Berman, Boston University Law School
John Buckley, Committee on Ways & Means
Mihir Desai, Harvard Business School
Michael Desmond, McKee Nelson
C. Fritz Foley, Harvard Business School
Nicholas Giordano, Washington Council Ernst & Young LLP
J. Richard Harvey, Jr., Internal Revenue Service
William Hawkins, The Coca-Cola Company
Cathy Koch, Senate Finance Committee

Lawrence Leaman, MASCO Corporation
David Lewis, Eli Lilly and Company
Andrew Lyon, PricewaterhouseCoopers LLP
Edgar McClellan, PricewaterhouseCoopers LLP
Deborah Nolan, Ernst & Young LLP
Mark Prater, Senate Finance Committee
Michael Reilly, Johnson & Johnson
Eric Solomon, United States Treasury (Former)
Giovanna Terese Sparagna, Sutherland
Jonathan Traub, Committee on Ways & Means
Tobin Treichel, United Technologies Corporation
Edward Troup, HM Treasury

2008 – The Breakers, Palm Beach, FL

Mary Baker, Senate Committee on Finance
Len Bickwit, Miller & Chevalier
Bernadette Budde, BIPAC
Robert Carroll, The Tax Foundation
Michael Desmond, US Department of the Treasury
Harley Duncan, Federation of Tax Administrators
Nicholas Giordano, Washington Council Ernst & Young
Chris Giosa, Committee on Ways & Means
John Harrington, US Department of the Treasury
Hal Hicks, Skadden, Arps, Slate, Meagher & Flom LLP

Jeffrey Levey, Citigroup Inc.
Douglas Lindholm, Council on State Taxation
N. Ellen McCarthy, Senate Committee on Finance
Philip Morrison, Deloitte Tax LLP
Thomas Neubig, Ernst & Young LLP
David Noren, McDermott Will & Emery LLP
Lindy Paull, PricewaterhouseCoopers LLP
Michael Reilly, Johnson & Johnson
Richard Thau, Presentation Testing, Inc.
Tobin Treichel, United Technologies Corporation

2007 – The Doral Golf Resort & Spa, Miami, FL

Barbara Angus, Angus & Nickerson, LLC
Keith Anzel, Citigroup Corporate and Investment Bank
Janet Boyd, The Dow Chemical Company
Charles Brain, Capitol Hill Strategies, LLC
Bob Carroll, U.S. Treasury
Paul Dennett, American Benefits Council
Marc Gerson, Miller & Chevalier, Chartered
Lawrence Gibbs, Miller & Chevalier, Chartered
Nick Giordano, Washington Council, Ernst & Young LLP

John Harrington, U.S. Treasury
David Lewis, Eli Lilly and Company
Janice Mays, Committee on Ways & Means
Ellen McCarthy, PepsiCo, Inc.
Don Nickles, The Nickles Group
Bruce Reed, Democratic Leadership Council
Eric Solomon, U.S. Treasury
Russ Sullivan, Senate Finance Committee
Mike Williams, HM Treasury, UK

Conference Registration

To register, return the enclosed registration form. The conference fee is \$895 (spouse/guest: \$200; children ages 5-17: \$75) provided the *registration form* is received by February 5, 2010. After this date, the fee is \$995 (spouse/guest: \$200; children, ages 5-17: \$75). Children over 5 must be registered to attend breakfasts and/or evening events. Refunds are available minus a \$150 processing fee, if registration is cancelled in writing prior to March 5, 2010. Refunds will not be provided after this date, however a substitute will be accepted.

Receive a Multi-participant discount if more than one from your company attends! See registration form for details. Additionally, one attendee from a new member company will receive a \$500 discount off the conference registration fee if it is the first time he/she has attended¹!

Reasons *YOU* should attend and *How to Save* your company \$\$!

→ **Well-informed speakers from the highest levels of the government and the private sector** will provide a unique view into crucial tax-related activities. To be sure the program covers the most important tax issues of the day, most of the program speakers will not be finalized until a later date. However, attached are a general agenda and a list of speakers at previous conferences to show you the level of excellence the Spring Conference has achieved.

→ **Network with your colleagues** – There will be numerous opportunities for you to meet with old friends and make new ones.

→ **No car rental** – The Breakers is located just 6 miles from the Palm Beach International Airport (approx. \$20 each way). With the close proximity *plus* all of the great hotel activities, there is no need to rent a car!

→ **Lower room rate** – We have worked with The Breakers for the 2nd year to lower the room rate to **\$299/night (for a limited number of rooms)**! You WILL NOT find a lower rate anywhere on the island!

→ **Early departure** – We have cancelled the reception on Saturday night so you can either go home early and save the extra night's room fee OR stay an extra night and enjoy a night out with your family and colleagues!

→ **We'll pick up the check** – For most meals, that is. In addition to providing breakfast for two days, we will also include two dinners!

→ **Earn a MAC Award** – For each new member you refer who joins The Tax Council, you will receive a \$300 certificate, good for payment of your conference and golf registrations!

¹ New member company discount applies to members who joined after March 17, 2009. Offer may not be combined with any other discounts.

Room Reservations

Call (888) 273-2537 or (561) 655-6611, or visit <https://resweb.passkey.com/go/tax10> to make your reservation. Our room block is reserved at a newly negotiated group rate of \$299 for a LIMITED number of rooms for the nights of March 25, 26, & 27, 2010. Rooms reserved before or after those dates and rooms reserved once our room block is sold out will be available at higher rates depending on hotel availability. Reference the name **The Tax Council Spring Tax Conference** to secure our rate. Prices cannot be guaranteed after February 24, 2010 as any rooms remaining in our block will be returned to the hotel. We urge you to register for the conference and make your reservation early as rooms may sell out. **As rooms are limited, we would appreciate it if you do not hold a room in the block unless you intend to register in a timely fashion.**

Hotel Activities

Guests may enjoy tennis, bicycle rentals, jogging trails, swimming, kayaking and sunbathing on the private beach, or signature spa treatments and a fitness center on property. Snorkeling, scuba diving rentals and training are also available at White Caps Scuba Shop located adjacent to the beach and swimming pools.

Bring the entire family! – The Breakers welcomes families with children of all ages to its new Family Entertainment Center which features swimming in a heated pool, a toddler’s playroom and craft area, a children’s movie room, a computer room and an arcade. The center also provides monitored free play for children ages 5-7. Or enroll them in the “Coconut Crew” (see www.thebreakers.com for details).

Area Activities

Scuba Diving – Jupiter Dive Center is a full service dive center which offers lessons, rentals and has many dive trips for you to take advantage of. Call (561) 745-7807 or visit www.jupiterdivecenter.com.

Roger Dean Stadium – The Florida Marlins and the St. Louis Cardinals come to this Single A field for Spring Training each March. The 2010 schedule is posted now – go to www.rogerdeanstadium.com for information.

Shopping! Shopping! Shopping! – World-class shopping is right around the corner in the Worth Avenue District. Major named boutiques, specialty shops and fine dining are all at your footsteps. Just a little farther away in West Palm Beach, visit City Place, where old-world inspired architecture and sidewalk cafes contribute to an atmosphere reminiscent of a small European town center.

Dining

Palm Beach boasts many unique dining spots guaranteed to satisfy any craving including The Breakers’ eight restaurants and lounges. There are also several other restaurants within a short distance from the hotel. Or, travel to nearby West Palm Beach and choose over a dozen restaurants at City Place. The hotel concierge can assist you in all of your reservation needs.

THE TAX COUNCIL
2010 ANNUAL SPRING TAX CONFERENCE
"New Tax Challenges in 2010 and Beyond"
The Breakers – Palm Beach, FL
March 25-27, 2010

Registration Form

Please complete the following information as you would like it to appear on your name badge:

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Spouse/Guest _____ Phone _____

Fax _____ Email _____

I (we) am (are) registering for the following (Fees Payable by MAC Award or Check):
Make checks payable to The Tax Council

Early Registration (only form must be received by 2/5/10)	\$895.00 _____
Registration after 2/5/10	\$995.00 _____
Spouse/Guest 18+	\$200.00 _____
Children ages 5-17	\$75.00 _____

(Children must be registered to attend breakfasts and evening events.)

Name(s): _____

Multi-Attendee Discount (circle if applies)	2nd Attendee =	-\$100
(Applies to multiple attendees from the same company or organization. Discount will be adjusted if any other company registrants should cancel.)	3rd+ Attendees =	-\$200

New Member Company Discount: **-\$500**
 (Discount applies to members who joined after March 17, 2009. Offer may not be combined with any other discounts and is limited to one per company.)

Total Fees Enclosed _____ **Invoice Me** _____

Please include number of person(s) for each activity you will attend:

_____ **Reception and Dinner on Thursday, March 25**

_____ **Reception and Dinner on Friday, March 26**

Call (888) 273-2537 or (561) 655-6611, or visit <https://resweb.passkey.com/go/tax10> to make your reservation. Our room block is reserved at a newly negotiated group rate of \$299 for a LIMITED number of rooms for the nights of March 25, 26, & 27, 2010. Rooms reserved before or after those dates and rooms reserved once our room block is sold out will be available at higher rates depending on hotel availability. Reference the name **The Tax Council Spring Tax Conference** to secure our rate. Prices cannot be guaranteed after February 24, 2010 as any rooms remaining in our block will be returned to the hotel. We urge you to register for the conference and make your reservation early as rooms may sell out. **As rooms are limited, we would appreciate it if you do not hold a room in the block unless you intend to register in a timely fashion.**

Refunds are available minus a \$150 processing fee, if registration is cancelled in writing prior to March 5, 2010. Refunds will not be provided after this date; but a substitute will be accepted.
Mail your registration form and payment to The Tax Council, 1301 K Street, NW, Suite 800W, Washington, DC 20005, or fax form to (202) 315-3413.

(Tear Along Perforation)

THE TAX COUNCIL
2010 ANNUAL SPRING TAX CONFERENCE
"New Tax Challenges in 2010 and Beyond"
The Breakers – Palm Beach, FL
March 25-27, 2010

Golf Tournament

Planned Activities: A Golf Tournament will be held Friday afternoon, March 26 on **The Breaker's Ocean Course**. The Tournament Fee including lunch is \$260.00 per player. This includes greens and tournament fees, range balls, a cart, and all applicable taxes and gratuities. Clubs may be rented for \$90 + tax (Men's Titleist and Women's Cobra). Prizes will be awarded at the dinner later that evening. Proper golf attire with collared shirts and no denim is required. **To register, complete the golf registration form below and fax to (202) 315-3413.**

More Golf: Palm Beach is famous for its many challenging golf courses. Those interested in arranging tee times other than the tournament should contact our Golf Chairman, Andy Breslow, at (972) 444-1604.

The 2010 Golf Tournament is sponsored by:



(Tear Along Perforation)

Please register (use one registration form/person):

Name _____

Company _____

Handicap or Average Score _____

Phone _____ Fax _____

Golf tournament fee (includes lunch): \$260.00

I would like to rent clubs (Additional charge of \$95.85 will apply)?

Yes _____ Left-Handed _____

(check all that apply)

TOTAL FEE ENCLOSED: \$ _____ BILL ME _____

(Fees payable by MAC Award or check. Please make check payable to The Tax Council)

**For additional information, contact:
Jamie Beaulieu - (202) 414-1503**

**For additional tee-times, contact:
Andy Breslow - (972) 444-1604**

**Mail registration form and payment to:
The Tax Council 1301 K Street, NW, Suite 800W, Washington, DC 20005 or fax form to
(202) 315-3413, and mail payment at a later date.**