



SPECIAL POINTS OF INTEREST:

- Are you paying excess taxes?
- Tips for customer service and payroll
- Word Find and much more...

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Taxing Times

Dedicated to helping our clients keep the money that belongs to them through a focus on tax.

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ATTN: Small Business Owners and Entrepreneurs You ARE the Government's #1 Tax Target

Laura Huxley wrote a book called: *You Are Not the Target*. Boy, was she wrong! You, the small business owner, are the government's number one target for additional taxes. American corporations pay higher taxes than anywhere else in the free world.

Every time you look at your mail, there's another tax form demanding your attention and your money. Now you're even paying the highest price for the latest tax and health care reform. And, as small business tax experts we can promise you one thing and one thing only: it is going to get worse, not better... Unless you discover the secrets normally used by the big guys to fight back!

The question is: Are you going to keep taking it lying down? Most will.

Most successful business owners pay excess taxes

My experience has been that many successful small businesses (or its owners) are forking over more in taxes to the IRS than absolutely required.

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CAN YOU LEARN FROM DISNEY'S DIRTY LAUNDRY?

I recently read an article where Robert Skrob, president of the Information Marketing Association, was describing his experiences with Disney -- there are some ideas I think you can use in your business. Here's Robert:

When you enter the Magic Kingdom® park at Walt Disney World in Orlando, you're really on the second level. Unseen to guest, there is an underground level where employees (or "cast members" as Disney calls them) enter the park. As part of a seminar I held in Orlando, I treated all of the attendees to a tour of this underground area as well as other "behind-the-scenes" areas at Walt Disney World.

During this event, we had the "opportunity" to tour Disney's laundry. When the Disney people told me they thought my attendees, which were all CEOs of \$25 million plus companies, would benefit from a tour of their laundry facility, I was apprehensive. I've seen the inside of too many Laundromats already; I didn't think my members needed any of that. But, reluctantly, I agreed.

The laundry operation is enormous -- with 160 employees, it is the largest laundry facility in the world. Walt Disney World includes 12 different resorts, each with 500 to 2,500 hotel rooms and their requisite supply of towels and sheets, plus restaurant linens and everything else that needs to be laundered. The individuals who operate the towel folding machines fold an average of one towel every four seconds over an eight hour shift. The monotony must be excruciating; however, they have a staff turnover rate of only 3%. Some employees are second and third generation, their families having worked in the facility for years.

There is a lot of neat automation to see, but most importantly, I discovered that the laundry

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You ARE the Government's #1 Tax Target- *continued from page 1*

I spent 15 years working in-the-trenches in the family business before I became a CPA. My father retired from the Air Force when I was 17 and we moved to Mobile to establish Mobile Marble Company. I started out doing the simplest, dirtiest grunt work there was. I swept the floors, made the product, polished the product, and installed the product. Then I "graduated" to the office and moved into sales, marketing and administration. I learned nearly every facet of that business, from the bottom up.

My father had a near constant obsession to find ways to save money on taxes. Taxes were the one expense where it was most difficult to see the benefits. Whatever the business venture was, and there were many, tax consequences were never to be ignored. He wanted it done right, mind you, but he didn't want to pay a nickel more in taxes than he absolutely had to.

That's why I make it my mission to help small business owners and entrepreneurs avoid paying more in taxes than is absolutely required by the law.

You deserve to keep what you earn. If this is a talk you'd like to have, contact our office at (251) 633-4070 to schedule your consultation today. ☼

I inherited several problems (when I bought my first business) and managed to create even more along the way by using the wrong tax professional.

But with the switch to Zevac & Lindsey, my taxes are always completed on time and my mountain of problems were quickly organized, made manageable and explained to me in a clear and concise manner with an effective plan of action.

You made my life easier.
Yolanda Richardson, Mobile, AL

CAN YOU LEARN FROM DISNEY...CONTINUED FROM PAGE 1

can be an important customer service area of the resort in two important ways.

Laundry as a customer service #1: Each day, guests leave hundreds of items that get mixed in with the hotels' towels and sheets. When those items get to the laundry facility, each item is indexed by the date, resort name and room number, and then is entered into a database. The laundry facility has a call center to handle the guests' calls looking for lost items.

As you can imagine, every day, there are dozens of stuffed animals purchased in the park one day, and left in the bed that night that end up in the laundry the next day. If the guest has already returned home before calling to recover a stuffed animal, the laundry staff takes photos of the toy at several places throughout the Magic Kingdom® and creates a small scrapbook of photos. Then the stuffed animal, the scrapbook and a note, talking about how the animal wasn't done having fun and that's why it "snuck out" to stay back for a couple of extra days, find their way home. The Disney staff goes to great pains to take this "guest mistake" and turn it into an opportunity for them to provide a terrific experience.

Laundry as customer service #2: Even at the Magic Kingdom®, doing the laundry is not a fun job. It's wet, it's hot, it has to be pressed and folded and just when you get it done, another truck full of dirty sheets arrives. It's grueling, but it has to be done. Plus, these employees don't get to see guests enjoying their work. It's one thing to operate a ride; at least you get to see the excited children. In the laundry there is nothing but more laundry. Disney does a great job of ensuring its employees understand why their jobs are a critical part of the guest experience. For the laundry services employee, there are mounds of wet sheets. For guests, a freshly laundered pillowcase is the last thing they see before they close their eyes at the end of a magical day.

Are there common ways that customers experience frustration that you can plan for and turn them into opportunities to provide a unique experience? Can you turn an embarrassing and tense situation into a "wow" experience for your customer?

You can find out more about Robert Skrob and the Information Marketing Association at www.info-marketing.org. ☼

Obama Announces New Retirement Plan

President Barack Obama announced, in his State of the Union address, that the federal government will create a new kind of retirement account, called the "MyRA" account, to give workers whose employers don't offer 401(k) plans a way to save for retirement. Employees could have some of their pay deposited in the accounts and then invested in US government bonds. Treasury officials have said the accounts will work much like Roth IRAs. Couples earning as much as \$191,000 and individuals with incomes up to \$129,000 will be allowed to have the accounts and save as much as \$15,000 after-tax for up to 30 years they said. ☼

This month's special Member-Only call-in times for Lindsey's Insider's Circle will be 3/24/14 from 2:00 to 4:00 pm. To schedule your appointment, contact Kristen at (251) 633-4070. Not a member yet? Find out how to become one today!

We Believe In Referrals

We really believe in the process of referrals, so part of the service we provide is to be sure to refer our clients and associates to other qualified businesspeople in the community.

Below, you'll find a list of areas in which we know very credible, ethical and outstanding professionals. If you're looking for a professional in a specific area we've listed, please feel free to contact us. We will be glad to put you in touch with the people we know who provide these services.

- | | | |
|---------------------|----------------------|----------------------------|
| * Home Insulation | * Mortgage Broker | * Auto/Home/Life Insurance |
| * Attorney | * Used Auto Dealer | * Port Facility |
| * Handyman | * Caterer | * Fitness Instructor |
| * Dentist | * Bathroom Remodeler | * Pest Control |
| * Realtor | * Printer | * Window Treatments |
| * Financial Advisor | * Chiropractor | * Civil Engineer |



Tips for Employers Who Outsource Payroll Duties

Many employers outsource their payroll and related tax duties to third-party payers, such as payroll service providers and reporting agents. Reputable third-party payers can help employers streamline their business operations by collecting and timely depositing payroll taxes on the employer's behalf and filing required payroll tax returns with state and federal authorities.

Though most of these businesses provide very good service, there are, unfortunately, some who do not have their clients' best interests at heart. Over the past few months, a number of these individuals and companies around the country have been prosecuted for stealing funds intended for the payment of payroll taxes. Examples of these successful prosecutions can be found on IRS.gov.

Like employers who handle their own payroll duties, employers who outsource this function are still legally responsible for any and all payroll taxes due. This includes any federal income taxes withheld as well as both the employer and employee's share of social security and Medicare taxes. This is true even if the employer forwards tax amounts to a PSP or RA to make the required deposits or payments. For an overview of how the duties and obligations of agents, reporting agents and payroll service providers differ from one another, see the Third Party Arrangement Chart on IRS.gov.

Here are some steps employers can take to protect themselves from unscrupulous third-party payers.

- Enroll in the Electronic Federal Tax Payment System and make sure the PSP or RA uses EFTPS to make tax deposits. Available free from the Treasury Department, EFTPS gives employers safe and easy online access to their payment history when deposits are made under their Employer Identification Number, enabling them to monitor whether their third-party payer is properly carrying out their tax deposit responsibilities. It also gives them the option of making any missed deposits themselves, as well as paying other individual and business taxes electronically, either online or by phone. To enroll or for more information, call toll-free 800-555-4477 or visit www.eftps.gov.
- Refrain from substituting the third-party's address for the employer's address. Though employers are allowed to and have the option of making or agreeing to such a change, the IRS recommends that employer's continue to use their own address as the address on record with the tax agency. Doing so ensures that the employer will continue to receive bills, notices and other account-related correspondence from the IRS. It also gives employers a way to monitor the third-party payer and easily spot any improper diversion of funds.
- Contact the IRS about any bills or notices and do so as soon as possible. This is especially important if it involves a payment that the employer believes was made, or should have been, made by a third-party payer. Call the number on the bill, write to the IRS office that sent the bill, contact the IRS business tax hotline at 800-829-4933, or visit a local IRS office. See [Receiving a Bill from the IRS](#) on IRS.gov for more information.
- For employers who choose to use a reporting agent, be aware of the special rules that apply to RAs. Among other things, reporting agents are generally required to use EFTPS and file payroll tax returns electronically. They are also required to provide employers with a written statement detailing the employer's responsibilities including a reminder that the employer, not the reporting agent, is still legally required to timely file returns and pay any tax due. This statement must be provided upon entering into a contract with the employer and at least quarterly after that. See [Reporting Agents File](#) on IRS.gov for more information.
- Become familiar with the tax due dates that apply to employers, and use the Small Business Tax Calendar to keep track of these key dates. ❁

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I Can't Believe I Nearly Missed It!!
 The filing deadline is nearly here!
Corporate income tax returns are due by March 17th.

Ask the Taxpert

Question: Tyler and Mary were married at the end of 2013. However, they didn't live together at all during 2013. Tyler lived in a house with his 12-year-old son and is filing his head of household because he meets the requirements to be considered unmarried. Mary lived in an apartment by herself and is filing married filing separately. Can Tyler claim the standard deduction for head of household if Mary itemizes her deductions on a separate return?

Answer: Yes. Tyler can claim the standard deduction because he is considered unmarried and filing as head of household. In general, if married taxpayers file separate returns and one spouse itemizes deductions, the other spouse must also itemize deductions. However, if one spouse is considered unmarried and files as head of household, the standard deduction rules do not apply to that spouse. On the other hand, if the spouse filing as head of household itemizes deductions, the spouse filing as married filing separately must itemize deductions, because he or she is married and the other spouse itemized.

Do you have a question for the Taxpert that you'd like to see answered in a future Taxing Times? Or perhaps just an issue you'd like the Taxpert to address? Send the Taxpert a note to Taxing Times, 1050 Hillcrest Rd., Ste A, Mobile, AL 36695 or an email to taxpert.zl@comcast.net.

Taxing Times Word Find

D E X C E S S X M T O O M A Y	DEDUCTION DIRTY EXCESS LAUNDRY MAGIC MARRIED MYRA OUTSOURCE PAYROLL REFERRALS RETIREMENT SERVICE TARGET TAXES
W I Z C X Q T X A A U M A J V	
D G R X S E A X D T T E G E L	
P E I T G C E N N Z S C I P A	
Y O D R Y S N E D L O I C S H	
O R A U B I M J V B U V J E S	
R T D W C E R E F E R R A L S	
B G V N R T M G M T C E G P O	
T K Y I U X I A Q L E S T T P	
J A T J Q A R O L L O R Y A P	
Q E K X I R L Z N A Z L V D A	
R P W X I L H B S H G W J B W	
T Z S E X V N C R S I N G X G	
L W D F H S U A R Y M H S W J	
T Y P F I B T S K K F W N P K	

