



Colorado Automobile Dealers Association

Controller Seminar: **Technology Cost Control and Colorado Tax Audit Risks**

- **Paul Gillrie**, national consultant and “the authority” on dealer technology and cost reduction will provide proven ways to reduce DMS/technology expenses—short-term and long-term
- **Bruce Nelson, CPA** will highlight lessons learned from recent tax audits of Colorado dealers; with recent budget shortfalls, state/city audits are more frequent and much more aggressive

City	Date / Time	Location
Denver	Wed., July. 15 th , 2009 7:30 am to 11:00am <i>Breakfast included</i>	William D. Barrow Building (CADA Headquarters) 290 E. Speer Blvd (SW Corner of Grant/Speer), Denver, CO Phone: 303.831.1722

Part I: DMS Systems—Reducing monthly Costs/Billing Analysis, Negotiations, and the DMS Market Overall, by Paul Gillrie, The Paul Gillrie Institute (PGI), www.paulgillrie.com (1.5 hrs).

About Paul Gillrie. Since 1992, Paul has been in demand as a speaker at hundreds of dealer Associations, CPA Associations, 20 Groups and other conferences. His seminars have been attended by thousands, and are always highly rated. Over 5,000 dealers and CPAs have used his services. Mr. Gillrie is a regular contributor to Digital Dealer magazine. His team authored the NADA guide “Negotiating With Your Computer Vendors” and negotiates or addresses service issues for over 200 dealers daily.

- Analyze and reduce monthly computer expenses: identify unnecessary costs or over-billing
 - Bring your monthly bills and ask questions or send them in advance of the class for analysis
 - 80 percent of a dealer’s expense is in the recurring monthly charges.
- Dealerships typically face a computer acquisition or upgrade every three to five years
 - Letters/responses to avoid future litigation

DMS provider communications or upgrade terms (seemingly insignificant) may be amending your overall contract in key ways

Part II: Colorado Sales and Use Tax Audit Risk Areas (1.5 hrs),

by Bruce M. Nelson, Ehrhardt Keefe Steiner & Hottman PC (EKS&H)

About Bruce M. Nelson, MA. Bruce is a CPA with over 25 years experience in state and local tax and is employed at Ehrhardt Keefe Steiner Hottman, P.C. (EKS&H). Prior to joining EKS&H, Bruce spent three years with a law firm specializing in state tax audit defense and litigation; two years as the Manager of Tax Policy at the State of Colorado; and before that, he was a Senior Tax Manager for several years in a “Big Four” accounting firm, where he ran the state and local tax desk. He is a frequent seminar speaker and teaches continuing education classes in state and local tax.

- Review of lessons learned from recent dealership tax audits, advice for dealerships on areas of risk in state/local tax audits as well as other sources of potential liability.
- Steps to take to be better prepared to bolster your case in the event of an audit
- How to deal with an audit; it is possible to dispute tax audit findings; be aware of novel attempts being made to “find” more taxable items

Part III: HB1230 – New Colorado “Hold Harmless” Affidavit (1/2 hr), CADA Staff

- Review of new legislation providing some protection on sales/use taxes; dealers often hit in later tax audits to verify that the consumer provided the “correct” address for registration/titling



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- How reduce monthly computer expenses and identify unnecessary costs or over-billing
 - Learn how to reduce monthly computer expenses by analyzing monthly billings.
- Dealerships typically face a computer acquisition or upgrade every three to five years

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TO REGISTER, PLEASE RETURN THIS FORM AND PAYMENT OF \$129 / 1ST PERSON AND \$99 / ADD'L PERSON

CADA, 290 East Speer Blvd, Denver, CO 80203, Fax: 303.831.9100 [*Checks payable to “CADA”*] or rsvp@coloradodealers.org.

Dealership Name _____ City _____

Credit Card #. _____ EXP _____
(Visa / MasterCard / American Express accepted)

Name _____	Title _____
E-mail _____	Phone _____ Fax _____

Name _____	Title _____
E-mail _____	Phone _____ Fax _____

--- CANCELLATION POLICY ---

CANCELLATIONS MUST BE RECEIVED TWO DAYS PRIOR TO THE TRAINING SESSION

Questions:

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Registration/Payment:

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