

# AMCHAM NEWS

## American Chamber of Commerce in New Zealand

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### Innovative businesses trading with the USA invited to enter awards

*US-NZ Awards Give Winners Tangible Benefits; 2-way Trade Worth Over \$8 billion*

Companies trading with the United States are invited to enter the 2013 American Chamber of Commerce – DHL Express Success & Innovation Awards, held in conjunction with Hawaiian Airlines. Over the last thirteen years prizes valued at more than \$300,000 have been collected by winners.

The awards celebrate business achievement between New Zealand and its third largest trading partner, the United States.

AmCham is delighted to welcome Hawaiian Airlines as a major supporter of these awards. AmCham's Executive Director Mike Hearn commented that is good to see a US carrier back in New Zealand and engaging with business.

The winners receives a return economy Class ticket on Hawaiian Airlines from Auckland to either, Honolulu, Maui, The Big Island, Kauai, Los Angeles, Las Vegas, San Diego, Seattle, San Francisco, San Jose, Oakland, Portland, Phoenix, Sacramento or New York.

Award winners will be announced at a gala dinner at the Pullman Hotel Auckland on 8<sup>th</sup> August.

Two-way trade between New Zealand and the USA is currently running at more than \$8 billion, which accounts for approximately 10% per cent of New Zealand's total earnings from overseas trade.

AmCham works closely with its members and companies trading with the USA to enhance and expand business and trade relationships within the private and public sectors.

"The annual Success & Innovation Awards provide an opportunity to showcase those companies that have demonstrated imagination, innovation and entrepreneurship, as well as honour and celebrate their achievements."

Awards categories are:

Exporter of the Year to the USA - with export revenues to the USA up to NZ \$500,000

Exporter of the Year to the USA - revenues from NZ \$501,000 to NZ \$5 million and

Exporter of the Year to the USA - revenues over NZ \$5 million

Importer of the Year from the USA

Investor of the Year for New Zealand companies investing in the US, as well as US companies investing in New Zealand

A Supreme Award winner is selected from winners of each of these awards. AmCham also makes an award to the Supporter of the Year.

Companies interested in entering the 2013 awards can find further information at [www.amcham.co.nz](http://www.amcham.co.nz) or email [mike@amcham.co.nz](mailto:mike@amcham.co.nz) or phone 09 309 9140. Entries close at 5.00 pm on 14 June. Finalists will be announced on 10 July and the winners announced at the black tie awards dinner on 8<sup>th</sup> August.

Previous winners of the Supreme Award have included **ZESPRI International, Peace Software, Airways Corporation, HumanWare, Tenon, Orion Systems International, Zeacom, Specialist Marine Interiors, Fonterra and Christchurch Engine Centre, Buckley Systems and Vista Entertainment.**

In addition to AmCham, DHL Express and Hawaiian Airlines, the awards are supported by: [Baldwins](#), [Fonterra Co-operative](#), and Prescient Marketing & Communications

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## Senator Max Baucus Aims to Introduce TPA Bill by June

On April 24, the Senate Finance Committee held a hearing on "The Trans-Pacific Partnership (TPP): Opportunities and Challenges." In his opening statement, Senator Max Baucus (D-MT) said that he looked forward to passing a bipartisan bill renewing Trade Promotion Authority (TPA) and Trade Adjustment Assistance (TAA) and expects to introduce legislation on the topic by June: "Fast track authority will help us conclude the TPP negotiations, and that will bring concrete benefits for American ranchers, farmers, businesses and workers." On the TPP, Baucus said: "The TPP presents tremendous opportunities to expand U.S. exports and support hundreds of thousands of good-paying jobs here in America. The Asia-Pacific economies are some of the fastest growing in the world, and Asia is importing more and more goods from around the world. The United States needs to share in that growth, and the TPP offers the way to do so."

Senate Finance Committee Ranking Member Orrin Hatch (R-UT) concurred with Baucus on the need for TPA renewal, for which he has long pressed, as well as the importance of the TPP. He observed: "I strongly support the vision that underlies TPP and I welcome Japan's participation in these negotiations. I believe this agreement offers an opportunity to finally open some of the largest and most promising markets to U.S. exports."

Those testifying included Karan Bhatia of General Electric; Bob Hanson of the Montana Farm Bureau Federation; and Tom Suber of the U.S. Dairy Export Council. David Hirschmann of the U.S. Chamber's Global Intellectual Property Center testified specifically on intellectual property in the TPP.

Earlier in the week, Senator Baucus announced that he would not seek reelection in 2014. The statement read in part: "Deciding not to run for re-election was an extremely difficult decision. After thinking long and hard, I decided I want to focus the next year and a half on serving Montana unconstrained by the demands of a campaign." Senator Ron Wyden (D-OR) is considered to be the leading candidate to succeed Baucus as the senior Democrat on the Finance Committee in the 114th Congress.

## USTR Notifies Congress of Japan's Inclusion in TPP

On April 24, the Obama Administration notified Congress of its intent to include Japan in the Trans-Pacific Partnership (TPP) negotiations. This notification follows an announcement on April 12 that the United States and Japan had completed bilateral TPP consultations as well as an announcement by the 11 current TPP participants on April 21 welcoming Japan as a new participant in the TPP negotiations, pending the successful completion of domestic procedures by each TPP country.

U.S. Chamber of Commerce President and CEO Thomas J. Donohue issued a statement earlier, commenting that "Japan is a vital U.S. trading partner and strategic ally, and its participation should greatly expand the TPP's potential benefits. The U.S. business community looks forward to Japan's participation in TPP on the same terms as other participants, and to working with the U.S. and Japanese governments and business communities to improve our bilateral economic relationship through TPP. The TPP underscores the continuing strength of U.S. engagement in the Asia-Pacific region. Crafting a high-standard, comprehensive, and enforceable agreement that includes Japan will spur economic growth and job creation in the U.S. and other TPP nations."

[New Zealand and Japan complete TPP consultations](#)

[TPP members welcome Japan as a new member in Trans-Pacific Partnership negotiations](#)

[Tim Groser address to Japan National Press Club](#)

## President Obama Announces his Nominees for Secretary of Commerce and U.S. Trade Representative

President Obama announced his intention to nominate two "outstanding individuals" to his Cabinet.

Penny Pritzker is President Obama's choice for Secretary of Commerce. The President praised the Chicago businesswoman, who was a member of his Jobs Council. "Penny is one of our country's most distinguished business leaders," he said.

She's got more than 25 years of management experience in industries including real estate, finance, and hospitality. She's built companies from the ground up. She knows from experience that no government program alone can take the place of a great entrepreneur. She knows that what we can do is to give every business and every worker the best possible chance to succeed by making America a magnet for good jobs.

And Penny understands that just as great companies strengthen the community around them, strong communities and skilled workers also help companies thrive.

President Obama's pick for U.S. Trade Representative, a Cabinet-level position, is Mike Froman, one of his top national security and economic advisors for several years. The President highlighted the work Froman has done organizing international trade summits. "He's been a key negotiator alongside Ron Kirk on those trade agreements for South Korea, Colombia, and Panama, which support tens of thousands of American jobs," said President Obama.

"He has won the respect of our trading partners around the world, the President continued. "He has also won a reputation as being an

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**SCHENKER**

(Continued from page 2)

extraordinarily tough negotiator while doing it. He does not rest until he's delivered the best possible deal for American businesses and American workers. He's fought to make sure that countries that break the rules are held accountable."

And Mike believes, just as I believe and just as Penny believes, that our workers are the most competitive in the world, so they deserve a level playing field. And Mike's going to continue to fight for that level playing field in his new role, as he helps to move forward trade negotiations with both the Asia-Pacific region and Europe, and will also continue to advise me on a broad range of economic issues

### Remarks by Secretary Kerry on a 21st Century Pacific Partnership

Secretary Kerry: ...To ensure these partnerships succeed, we need to reach agreement on the real rules of the road through both bilateral discussions as well as through multilateral institutions where all voices can be heard equally. Forums like ASEAN, the East Asia Summit, APEC, the Pacific Islands Forum, they all provide important institutional architecture that helps us creatively solve global problems. [[read entire address](#)]

### The 2013 APCAC Doorknock: Engage with Washington Decision-Makers

Planning for APCACs 2013 Washington Doorknock on June 9 -12 is coming together, and already indications are that this Doorknock will be very well attended by a strong cross-section of our membership. We will be in Washington at a critical time for U.S. engagement in Asia, with recent progress on the TPP, as well as a period requiring vigilance on US policies affecting overseas Americans and business operations, including taxation policy, NEI, FATCA implementation and others. We are preparing to fully leverage the visit for maximum impact. We will again be looking to BGR to align a strong set of meetings with Capitol Hill leaders, and to continue to drive our agenda from the Doorknock on throughout the year.

The Doorknock offers opportunities to network with peers from around the Asia-Pacific region and to meet the leadership from many AmCham chapters. In addition, you'll meet senior government and business leaders that have a special interest in the issues and developments in the Asia-Pacific region.

Members are encouraged to attend the Doorknock and take advantage of this unique advocacy opportunity to discuss issues of interest to all business people in Asia. Given the pan-regional issues to be included in the agenda – from TPP and APEC, to taxation, export initiatives, promoting trade in energy and services among other sectors – robust and balanced meeting teams broadly representing the countries in the region will be most effective for communicating out key issues to the decision makers in Washington.

Participation as a delegate in the Doorknock costs \$600. This fee covers meetings and organization costs, briefing materials, and some food/beverages. Delegates are responsible for arranging their own accommodations, airfare, ground transportation, and other incidental expenses. Please register your participation before May 20.

Click [HERE](#) to register online for this year's Washington Doorknock.

AmCham New Zealand will not be attending as we will have been in Washington in May for the 5<sup>th</sup> US NZ Partnership Forum.

### Australian and New Zealand Army Corps (ANZAC) Day 2013

Press Statement from John Kerry, Secretary of State: On behalf of President Obama and the people of the United States, I am delighted to send best wishes to the people of Australia and New Zealand on ANZAC Day this April 25. Today we stand together to honor the memory of the courageous heroes of Gallipoli and pay tribute to all of the proud men and women who have served in the defense forces of Australia and New Zealand. We celebrate the bond that Australians and New Zealanders have gained through their shared sacrifice and reflect on the virtues of hope, courage, and freedom that unite our three nations. The United States is honored to have such strong partners in promoting peace and prosperity in the world. [[read the statement](#)]

### Hundreds attend Anzac Day commemorations in Washington, DC

The New Zealand Embassy in coordination with the Australian Embassy commemorated Anzac Day on April 25, 2013 at various venues around the District. Anzac Day honours the service of the Australia and New Zealand Army Corps.

The day is observed in Australia and New Zealand as well as those countries' diplomatic postings globally. A Dawn Service was held on the morning of the 25th at the Korean Veterans War Memorial where more than 500 US, Australian and New Zealand servicemen and women and locals attended. Wreaths this year were laid by the governments of Australia, United States, Turkey, Korea, the United Kingdom, Canada, and France, as well as by a number of expat organisations.

Later in the day, the Anzac Day Commemorative Church Service was held at the Washington National Cathedral where Kim Beazley, Ambassador of Australia to the US, gave the Anzac Day Address to a large gathering of officials and other members of the Australia and New Zealand communities. The cathedral service was followed by a reception at the New Zealand Embassy.

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## NASA's International Space Apps Challenge

The International Space Apps Challenge is a very American approach to problem-solving which convenes folks from around the world to collaborate on addressing challenges facing humans both here on Earth and as we venture farther out into space. Structured as a mass global crowd-sourcing exercise, the event brings participants together for 48 straight hours to advertise their expertise, access the skills of others, and work together in teams, wherever they happen to be located on the planet's surface. Ambassador Huebner's blog [to read more](#)

## IMF Update: Regional Economic Outlook Report

Asia and Pacific region -- April, 2013: Growth in the Asia-Pacific region shows signs of improving as extreme risks emanating from advanced economies have receded and domestic demand remains resilient, supported by relatively easy financial conditions and robust labor markets. A small and gradual pick-up in growth to over 5.75 percent is projected in the course of 2013. Risks to the outlook from within the region, such as rising financial imbalances and asset prices in some economies, are coming clearer into focus. Although Asia's banking and corporate sectors have solid buffers, monetary policymakers should stand ready to respond early and decisively to shifting risks, and macroprudential measures will also have a role to play. In many Asian economies, some fiscal consolidation could also rebuild the space needed to respond to future shocks and preempt potential overheating pressures from capital inflows. In particular, there is a growing need to make tax and spending policies more efficient. To sustain high growth rates and alleviate the "middle-income trap" across Emerging Asia, the policy agenda will vary by jurisdiction but will also often include strengthening infrastructure investment and reforming goods and labor markets. <http://www.imf.org/external/pubs/ft/reo/2013/APD/eng/areo0413.htm>

## SUCCESS STORIES WITH USA

[Emulex to mop up remaining Endace shares after crossing threshold](#)

[Kiwi eco-lightbulb maker gets \\$1m US grant](#)

[Star of Orion](#)

[PowerbyProxi signs US deal](#)

[US tech mogul's guests get Kiwi wedding Strangely Normal touch](#)

[Yelp arrives in New Zealand](#)

[NZ-shot movie screams to No. 1](#)

[Giesen makes mark in the US](#)

[Kiwi angels see US meet as heaven-sent](#)

[McDonald's pulls another big dividend from NZ unit](#)

[From big to even bigger - NDA Engineering](#)

## TRADE, BUSINESS and INVESTMENT OPPORTUNITIES

### Commercial News USA

The May/June issue of Commercial News USA, the official export promotion magazine of the U.S. Department of Commerce, is currently online at <http://cnusa.thinkglobal.us/i/120541>

**International Buyer Program – Trade Show Schedule 1 Jan to 31 Dec 2013 – for details and support contact Janet Coulthart: [janet.coulthart@mail.doc.gov](mailto:janet.coulthart@mail.doc.gov)**

**From NZTE – [www.nzte.govt.nz](http://www.nzte.govt.nz)**

**Get in or stay out**

Kiwi technology company SLI Systems counts Harrods and Interflora among its customers and last week announced plans to raise \$27 million in an initial public offering. With staff in San Jose, London and Australia, Rod Garrett and Wayne Munro explain why having an in-market presence is so critical. [Watch video](#)

**And the winner is...your bottom line**

Awards might provide a healthy boost of morale and add to the mantelpiece, but for e-learning technology specialist Skilitix, awards also form part of a tactical ploy to build its presence and credibility in its largest target market, the USA. [Watch video](#)

### From Worldwide Access

[Nature Baby Success With J. Crew](#)

[Obigo Skincare To Export With World Wide Access](#)

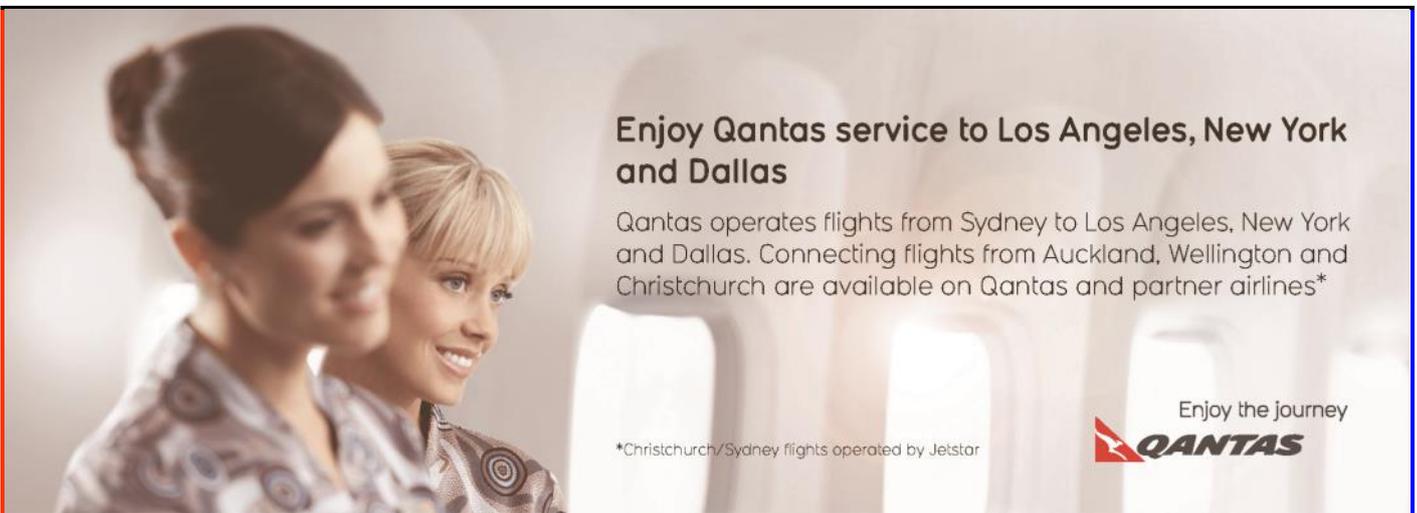
[High-Tech Merino Lifesocks for the USA](#)

[Ecoya Signs With World Wide Access](#)

[Mix Limited Aiming To Dominate in the USA](#)



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\*Christchurch/Sydney flights operated by Jetstar

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## BUSINESS TRAVEL

News, views and information for Amcham business travellers from **Grant Bevin**, Managing Director Business World Travel.

**Business World Travel is a member of GlobalStar Travel Management**

Travellers flying with **Air New Zealand** between New Zealand and London on the NZ2/NZ1 flights will have a slightly better transit experience in Los Angeles. Once you complete US Visa requirements you'll receive a token which allows you to go in to the general terminal area and including the Koru Club lounge, for qualifying travellers.

Whilst on **Air New Zealand** they've offered our clients discounts on airfares purchased from us by 14 May 2013 to the US for travel in all classes – travel dates include mid-May until early June and mid-July through until November. Our Business World Travel Consultants have the details.

**Virgin America** (VX) has made inflight flirting a little easier by introducing a facility on its in-seat televisions that allows you to pay for a drink and have it delivered to the object of your admiration in another seat. A short text message can accompany the request; the recipient can also block out unwanted communication.

The stunning rooftop of **The London West Hollywood**, with panoramic views of Downtown LA is the hot spot for summer. Beginning this month, The London West Hollywood will host **Wednesdays at Sunset**, a series of weekly events celebrating the turn of spring into summer by showcasing specialty priced cocktails and a light bites menu from the culinary team of Gordon Ramsay. May will also bring the relocation of Gordon Ramsay to the rooftop with lunch and dinner being served el fresco. Gordon Ramsay has a signature restaurant in The London West Hollywood. The hotel is at 1020 N. San Vicente Blvd.

Whilst in Los Angeles, **The Lux Hotel** on Sunset Boulevard has a package which includes access to the must-see **Getty Museum**. With rate of US\$319 per night the package includes transfers for two to the Museum, amongst other benefits.

We've launched a selection of holiday packages with **Hawaiian Airlines** to Hawaii. With rates from NZ\$1739 per person for 4 nights including flights the value is excellent. Ask our **Travel With Kidz** Consultant Tanya Warman about packages which have value added programmes when travelling with your children or grandchildren.

## US Service Security Update

US sites to see for updated information visit [www.dhs.gov](http://www.dhs.gov) and [www.safetravel.govt.nz](http://www.safetravel.govt.nz) <http://www.tsa.gov/travelers/index.shtm>

## MEMBER NEWS

### Online membership database plus companies trading with USA

All members should have received their passwords so please go online and make sure your information is correct so that other members can get see who you are and what you do. [www.amcham.co.nz](http://www.amcham.co.nz)

### Five New 25 Year Members added to role of honour

The flowing companies will be recognised for their support at this year's awards dinner.

Dun & Bradstreet (New Zealand) Ltd  
Ernst & Young Ltd  
Federal Express Pacific Inc  
Qantas Airways Ltd  
Wallenius Wilhelmsen Logistics AS

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Grant Bevin Business World Travel Auckland 09-529 3700 [gbevin@bwt.co.nz](mailto:gbevin@bwt.co.nz)

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*MEMBER NEWS (Continued from page 5)*

## AmCham Role of Honour

### Founding Members:

3M New Zealand, Chartis Insurance New Zealand Limited, Air New Zealand, ANZ Bank, Fonterra Co-Operative Group Ltd, IBM New Zealand, Merck Sharp & Dohme (New Zealand) Ltd, Mobil Oil New Zealand Limited, National Bank of New Zealand

### 25 Year + members:

Ace Insurance Ltd, DHL Express (New Zealand) Ltd, Eagle Technology Ltd, Hesketh Henry, Kensington Swan, KPMG, The Langham Hotel, Dun & Bradstreet (New Zealand) Ltd, Ernst & Young Ltd, Federal Express Pacific Inc, Qantas Airways Ltd, Wallenius Wilhelmsen Logistics AS.

## Eric & Kathy Hertz

AmCham along with the business and wider community we deeply saddened at the tragic loss of Eric Hertz and his wife Kathy in a plane crash. Since his arrival in New Zealand Eric had been a tremendous supporter of AmCham, including being a board member for a period of time. Our condolences go to their daughter Ari and their colleagues at 2degrees and AUT.

## Christchurch Engine Centre gets \$20 million investment in new facilities

Air New Zealand and Pratt & Whitney will invest \$20 million in new workshops and a logistics centre to support new generation aircraft at the jet engine overhaul facility at Christchurch Airport.

The V2500 engine shop, established in 2005, overhauls the engines fitted to Air New Zealand's A320 fleet and other new generation aircraft. The facility expansion is expected to be complete by the end of 2014.

Air New Zealand Technical Operations General Manager Commercial and Business Development, Trevor Hughes, says the move is a milestone in the successful joint venture between the airline and Pratt & Whitney and builds on the Christchurch Engine Centre's existing maintenance agreement for IAE V2500 engines.

"The V2500 is the engine powering new generation aircraft and will be the mainstay of aviation in our region for the next 20 years. This engine is fitted to Air New Zealand's own A320 Airbus aircraft so the new engine shop will provide major in-country support for our own airline and many other airlines around our region.

"We are proud of our relationship with Pratt & Whitney as a global partner and its ongoing support has been key to achieving this significant development. This investment will ensure the ongoing history of engine overhauls at the Christchurch Engine Centre which now employs more than 300 highly skilled staff," says Mr Hughes.

Christchurch City Council and Christchurch International Airport have also supported this development.

Pratt & Whitney Services Vice-President Jerry Tarnacki says: "Pratt & Whitney is very excited to expand its V2500 engine overhaul footprint at our Christchurch Engine Centre. This expansion is a testament to the Christchurch Engine Centre's world-class capabilities and Pratt & Whitney's commitment to continuing to focus and expand upon its core maintenance, repair and overhaul capabilities. We have a great relationship with Air New Zealand and we look forward to maintaining our presence in Christchurch and this region."

## People on the move

**IBM New Zealand** Managing Director **Jennifer Moxon** is moving to Sydney to take up role as Vice President of IBM's public sector practice in Australia and NZ. **Rob Lee** has been appointed as MD of New Zealand. AmCham would like to thank Jennifer for all her support during her time in NZ.

**Peter Coker** has left **Lockheed Martin** to take up the role of CEO of **The Martin Aircraft Company**.

**Stewart Sherriff** has assumed role of interim CEO of **2degrees**

**Myron Brilliant** has been appointed as Executive Vice President and Head of International Affairs at the **US Chamber of Commerce** in Washington DC.

**Thomas Pryor** has left **Philip Morris New Zealand** to take up a role with the **NZ Bankers' Association**.

**Aaron Snodgrass** has been appointed CFO of **Eastland Group** in Gisborne New Zealand. Eastland Group is a collection of businesses that span the energy, logistics, aviation and investment property sectors. Aaron and his wife Courtney relocated from New York City in March.

**Richard Kleinert's** 3 year secondment in New Zealand has concluded and is repatriating with **Deloitte** to in Los Angeles.

**Russell Hind** has left NZ for a new role with **Pfizer Australia**.

**Pip King** has stepped down as Executive Director of **The First Tee** with **Vicki Watson** being appointed as her successor.

**Raphael Winick** has left **Simpson Grierson** and will be travelling in New Zealand, Australia and the US through the middle of May.

**Craig Peplow**, General Manager of the **Royal New Zealand Yacht Squadron** has left after 12 years.

**Jade Software** has appointed **Mark Demary** as Principal Consultant in the USA.

**Rick and Marg Friesen** are leaving New Zealand after over 12 years to return to Canada.

## FOR YOUR DIARY

- 10<sup>th</sup> May Lunch with Theo Spierings, CEO of Fonterra Cooperative Group Ltd, Auckland.
- 13<sup>th</sup> May Auckland CEO roundtable lunch (invite only)
- 4<sup>th</sup> June An audience with Kiwi entrepreneur Derek Handley, Auckland
- 6<sup>th</sup> June AGM and reception in Auckland at AUT University
- 11<sup>th</sup> June Auckland CEO roundtable lunch (invite only)
- July Craig Heatley, 2012 Ernst & Young Entrepreneur of the Year, Auckland
- 9<sup>th</sup> July Auckland CEO roundtable lunch (invite only)
- 24<sup>th</sup> July Wellington CEO roundtable lunch (invite only)
- 8<sup>th</sup> August AmCham-DHL Express Success and Innovation Awards, Auckland
- 24<sup>th</sup> Sept Lunch with Mark Adamson, Chief Executive Officer and Managing Director, Fletcher Building, Auckland.

## US NZ CONNECTIONS IN NEW ZEALAND

- Kiwi Expat Association – [www.keanewzealand.com](http://www.keanewzealand.com)
- American Club – Auckland <http://www.americanclub.org.nz/>
- American Women's Club – Auckland [www.awcauckland.com](http://www.awcauckland.com)
- NZ/American Association, Wellington [www.nzaa.org.nz](http://www.nzaa.org.nz)
- Wanganui New Zealand American Association [donnarush@clear.net.nz](mailto:donnarush@clear.net.nz)
- American Women's Network – Wellington [www.awn.co.nz](http://www.awn.co.nz)
- American Club of Christchurch – [www.american-club-chch.org](http://www.american-club-chch.org)
- Kiwi Club of New York Inc - [www.kiwiclubny.org](http://www.kiwiclubny.org)

## Welcome to Kea's "Every Kiwi Counts" Survey.

It's your chance to tell us more about who you are and help us build a better understanding of Kiwis who live overseas. The survey gathers data about our country's overseas population - the New Zealanders "missing" in the official census.

The survey should only take about 10 minutes to do, and is being run by our independent research partners, Colmar Brunton, so you can be assured of complete confidentiality.

Complete the Every Kiwi Counts survey and join Kea to go in the draw to win NZD\$1000 worth of Icebreaker gear.

[Complete the Survey now](#)

## GST research survey

My name is Yunting (Connie) Lu, I'm a PhD student at the University of Auckland, supervised by Professor Craig Elliffe. My doctoral research documents and analyses the experience of goods and services tax (GST) in New Zealand. Since GST has been introduced, it has been much lauded but studies about how it is perceived by New Zealand businesses have been few and far between.

As part of my doctoral research, I would like to survey registered business members about their experience of GST in practice. The survey is voluntary and electronic, the participation is anonymous and takes 5 - 10 minutes. The information and responses will be collated and used to deepen our understanding of GST in certain key areas.

This is the link to the survey: <https://www.surveymonkey.com/s/GJQH58>

## Bestselling author and entrepreneur to headline Air New Zealand Social Media Breakfast

New York Times and Wall Street Journal bestselling author, Guy Kawasaki, will take centre stage at Air New Zealand's third Social Media Breakfast on 15 May 2013.

As the author of twelve books including APE: Author, Publisher, Entrepreneur and Enchantment: The Art of Changing Hearts, Minds, and Actions and with more than five million social media followers, Kawasaki is uniquely placed to offer his insights into today's most popular social media websites.

Guy Kawasaki will share his practical experience and expertise on how sites such as Google+, Facebook, Twitter, LinkedIn and Pinterest can be used to increase marketing reach and sales conversions.

As the former Chief Evangelist of Apple, an Apple Fellow and special advisor to the Motorola business unit of Google, Mr Kawasaki is able to offer valuable advice on strategic steps to create new product and service offerings.

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Air New Zealand Chief Marketing and Customer Officer, Mike Tod, says that as a leader in the social media space Air New Zealand is committed to sourcing the world's best and most innovative thinkers and speakers for its Social Media Breakfast series.

"We expect attendees to be able to take away key insights from Guy Kawasaki's digital knowledge and management experience and be able to apply them for the benefit of their own businesses and brands."

The third Air New Zealand Social Media Breakfast event will be held at The Langham in Auckland on 15 May 2013. Tickets are \$75 (including breakfast) and are on sale now from Ticketmaster. [www.ticketmaster.co.nz](http://www.ticketmaster.co.nz)

## TAXATION ISSUES

### United States tax update *By Gina Wallace, Director, NZ US Tax Specialists Limited.*

Now that the dust is settling after dual filing deadlines in April (NZ - 2 April, and US – 15 April) it's time to review IRS activity during the past month. Not a lot to report.

In the wake of the first and most significant US filing deadline for the year for individual taxpayers, 15 April, it's timely to comment that some taxpayers will be receiving notices about their return from the IRS. There are a series of notices which can be issued. Some of the more common notices include CP12M *We Made Changes to the computation of the Making Work Pay and/or Government Retiree Credits on your return* and CP 11 *We made changes to your return because we believe there's a miscalculation. You owe money on your taxes as a result of these changes.* We are able to assist with any notice that is issued by the IRS.

\*\*\*\*\*

In April the IRS announced in April its Fresh Start Programme to assist Taxpayers who have debts to the IRS.

Under the programme, the IRS has relaxed its collection process. The main features of this programme include

The IRS will generally not file a Notice of Federal Tax Lien for amounts owed of less than US \$10,000. Previously there was no threshold.

Instalment arrangements of up to US \$50,000 can be negotiated for a payment term of up to 72 months (six years). Amounts greater than US \$ 50,000 may still qualify for an arrangement upon furnishing a financial statement, the Collection Information Statement, either Form 433-A or 433-F.

The IRS has relaxed the criteria under which it will accept an Offer in Compromise, that is, relief from tax debt. Criteria that the IRS assesses include the taxpayer's income and assets. An Offer in Compromise Pre-Qualifier tool is available on IRS.gov, for taxpayers to check their eligibility.

The IRS has ten years from the date of assessment to collect an amount of tax assessed unless otherwise extended by mutual agreement with the taxpayer.

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Taxpayers living in the Suffolk County, Massachusetts area have a three month extension for filing and payment of their 2012 taxes, due to the Boston Marathon explosions. The relief is from late filing penalties and late payment penalties only, until 15 July 2013. Interest from the original due date for 2012 (15 April) will still be applicable.

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We are continuing to file electronic extensions of time for filing 2012 tax returns of taxpayers residing outside the United States. Whilst the automatic two month extension of time requires no action on the part of the taxpayer, we prefer to electronically file extensions due to the benefit of the email confirmation that we receive from the IRS and the state taxing authorities of receipt. We also e-file most United States returns now, although the Report of Foreign Bank and Financial Accounts cannot be electronically filed with the tax return, and must be filed online at <http://base.filing.fincen.treas.gov/main.html> or mailed to the Department of the Treasury in Detroit.

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Taxpayers applying for Individual Taxpayer Identification Numbers are running into many problems with rejection of Form W-7. The latest has been that the IRS has rejected appropriately filed applications right down to correctly certified copies of the passport. Individuals applying on their own accord are able to call the ITIN hotline on +1 512 433 5966 for assistance. NZ US Tax Specialists is a Certifying Acceptance Agent for individuals wishing to obtain an ITIN. We put a Power of Attorney in place at the time that the application is made, which enables us to discuss the application directly with the IRS. Tip: ensure that the latest version of Form W-7 is used, being January 2013, as the IRS seem to have the spotlight on which version of forms are being submitted, and will frequently reject obsolete forms filed.

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Draft Form 8957 (Foreign Account Tax Compliance) FATCA Registration has been released for public review and comment. The four page document is reasonably straightforward and requires such information as whether the FFI has a withholding agreement already in place with the IRS, whether the FFI is tax resident of the United States, and whether branches are maintained in the United States or a jurisdiction outside its country of tax residence. Form 8957 will be required to be signed by the designated Responsible Officer for the Financial Institution, and certifies that both the Financial Institution and its branches will comply with FATCA obligations.

The IRS strongly encourages Foreign Financial Institutions to register online through the upcoming Portal, rather than manually file Form 8957 when finalized. The Portal is scheduled to be live and available for registration from July 2013. Paper applications will not be processed until October 2013, and Financial Institutions using that method may experience a delay in receiving both advice of acceptance and their Global Intermediary Identification Number (GIIN).