



Issue 11

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Dear Monika,

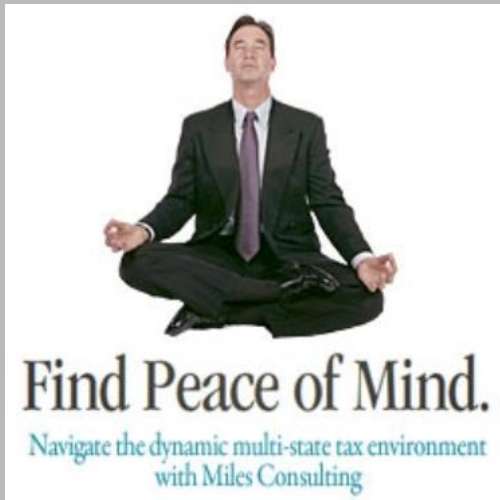
The holiday season is right around the corner and it is a great time to give thanks! This week, we'll celebrate Thanksgiving and I know you're busy preparing for the upcoming feast and time with family. As we get near the end of the year, it's nice to reflect on what we've accomplished thus far. I am thankful for many things and that includes you - clients, colleagues and family! Thank you for your continued support of Miles Consulting.

This month at Miles Consulting, we have covered changes in California and Washington State's legislation and focused on Delaware, the state of the month. Our Rainmaker Series has also been active with blogs that will engage you in strategic planning. Our webinar series "**Jumpstart Your Rainmaking**" will be returning in January! Sign up now to kickstart those New Year's resolutions. It's the season for giving and. Let us help you with both state tax services and great sales techniques!

If you want to know more about any of the items in this month's e-newsletter or what we do at Miles Consulting, please [contact us](#).

All the best,  
Monika Miles  
Miles Consulting Group, Inc.





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## Connect With Us



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## HOT STATE TAX NEWS

### California - State Updates Conformity to Federal Code

Good news for California corporations: Gov. Brown signed [Assembly Bill 154](#), which updates conformity to Federal Internal Revenue Code. The legislation was created for two reasons:



1. To simplify state income tax returns, the filing and administration of California's income tax laws.
2. To provide relief to corporations facing income tax penalties.

Because it's defined as an urgency statute, this bill is effective immediately, meaning taxable years on or after January 1, 2015. [Click here to read more.](#)

### Washington State's Economic Nexus and Apportionment

The state of Washington has a couple of interesting [statutes](#) they adopted in September as a way to increase the number of businesses with [nexus](#) in the state.



- Nexus for click-through retail transactions
- Economic nexus threshold for wholesalers

Both provisions establish additional requirements for out-of-state businesses to pay the state's Business and Occupation (B&O) tax and file in the state depending on the type and amount of business they're conducting with its residents.

[Click here to read more.](#)

## Focus on Delaware

A famous saying is “don’t judge a book by its cover.” Delaware is significantly smaller than most states (2nd smallest) but packs a punch. It is often referred to as the “Diamond State” or “Small Wonder” due its physical size and big contributions to the nation. This state can also be seen as a hidden gem; being surrounded and overshadowed by its neighboring states, Pennsylvania, Maryland, and New Jersey, it constantly screams for our attention.



### Business Climate

Delaware has a positive economic outlook with job growth expected to rise approximately 2% annually. Just like being the first state of the union, Delaware tries to get a head start with everything. It’s known for promoting business growth, technology and innovation. More than half of the U.S. publicly traded companies are incorporated in the state of Delaware. [Click here to read more.](#)

## Rainmaker Series

Our webinar series, "**Jumpstart Your Rainmaking**" is coming back in January! It will be a 3-part series hosted on January 6, 13, and 20 for an hour each. Don't miss out and sign-up! [Click here](#) for more details and to register. Check out some great articles below for a preview of what we'll be covering.



## Rainmaking - Active Prospecting Strategies

How often do you go to a networking event, buy a glass or two of your favorite beverage, hand out 15 business cards and expect to turn any (or all) of them into business that night? **And how's that working for you?** We are all, hopefully, lucky enough to be at the right event, with the right people, and meet just the right person that needs our services today. We exchange business cards that night and by the next week, the prospect signs us up for a large consulting project. If this



happens to you often, quit reading this article, and instead, check out my recent blog on [California Tax Conformity!](#) But seriously, if this were a regular occurrence, you wouldn't be wondering how to drum up business and implement some new strategies. The truth is that in selling services, our clients need to trust us first. And that generally takes some time. In fact, in general, the larger the project you are trying to sell, the more time it will take to win that trust. So, how do you do it? [Click here to read more.](#)

## Rainmaking - Passive Strategies

Building the relationship at the customer's leisure? What the heck does that mean? Quite simply, it is about allowing your potential target customer to find out about you, not in a face-to-face environment, but virtually, when it fits into their schedule. I'm talking about things like a robust website, informative newsletter, interesting blog, and catchy social media, to name a few. The key is that these items are still generated by you to send the messages that you'd like to deliver, but they can be viewed passively by your audience when they are ready to consume them – on-demand, if you will. Obviously, the more compelling the information you put out there on your own behalf, the better the chance to grow your audience, and ultimately, your client base as you are viewed as a subject matter expert.



Since there are various ways a potential client can consume the information about you, it's also important to use a variety of these methods. [Click here to read more.](#)

## Rainmaking - Follow Up Strategies

Follow-up should be the easy part of the strategy! And yet, this is the place that most people drop the ball. As such, it's also an area that you can easily outperform your competition! If most people drop the ball, you will stand out for following up.



Imagine this: You go to a great networking event. You have several good conversations, you exchange business cards with a few potential leads, and you even think that some are likely to really need your services in the upcoming months. You put those business cards in your purse, pocket or wallet with good intentions of following up. The next day, you get to the office, start working on your to-do list, answer emails and phone calls, catch up around the water-cooler, and forget that stack of business cards. If you don't follow up with the people in the

stack that even MAY have been good contacts for you, you've wasted your time at the networking event. Why?

[Click here to read more.](#)

## What's Up at Miles Consulting?

### **Speaking:**

Monika is doing several presentations at CPA firms in December and January. If your firm or company is interested, we can do one for you!

### **Networking:**

[NAWBO SV](#) - As the National Association of Women Business Owners President, Monika invites you to celebrate and share the joy at the annual holiday luncheon on December 16. [Click here](#) for more details and to register.

[AFWA](#) - As a member of the Accounting & Financial Women's Alliance, Monika invites you to enjoy a fun-filled evening at the annual Christmas party on December 8, from 6:00-9:00 pm. [Click here](#) for a calendar of events

### **Educating:**

Don't forget - we do customized multi-state tax presentations for local accounting firms; invite us to do one at your firm! Stay tuned for upcoming webinars!

**For more information, please call us at 408-266-2259.  
About Miles Consulting**

*Miles Consulting Group is a professional services firm specializing in multi-state tax solutions. We address state and local tax issues for our clients, including general state tax consulting, nexus reviews, credits and incentives maximization, income tax and sales/use tax planning, and other special projects. We also specialize in California tax credits and incentives. For more information visit, [www.milesconsultinggroup.com](http://www.milesconsultinggroup.com).*

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