



Photo Credit: Joe Ross

## Preview of the 2012 IACA Conference

### Remembering the Past While Embracing the Future

The 2012 IACA Annual Conference will be held Sunday, May 20, 2012, through Thursday, May 24, 2012, at the Williamsburg Hospitality House in Williamsburg, Virginia. Planning information regarding the 2012 IACA Conference, including agenda information and hotel details, will be available by early February 2012.

#### General Session Topic:

**Disaster Preparedness** - We try not to think about it, but what would happen if a catastrophic disaster plagued your office? Would you be able to continue servicing the public, or would your business effectively screech to a halt? Without much effort, it is simple to recall a list of recent major disasters that have had devastating and lasting effects on businesses throughout the world. Please join Patrick Corcoran, from IBM, as we discuss the topic of Disaster Preparedness during a thought provoking and, at times, emotional presentation full of real-world experiences and stories. Unfortunately, it seems that it is often a matter of when, not if, a significant event will occur to challenge your business's continuity. The best way to survive a disaster is to be ready before it occurs!

#### Joint Section Meetings:

**BR-2-BR and Standardized ID Numbers** - IACA promotes the idea of cross border interoperability between Business registers. A panel of domestic and international experts will present developments concerning data exchange, platform buildings and ideas to communicate with IACA members. (Joint BOS, IRS, STS and ITS)

**Understanding Series LLC entities as well as Shelf and Shell Companies** - Ann E. Conaway, Professor of Law at Widener Law, will share her perspective on Series LLCs and shed light on any confusion between Shell and Shelf entities. You will leave this session with a clear understanding of these three type entities. (Joint STS and BOS)

**UCC XML Specification, Out with the Old** - The needs of our organizations are constantly evolving, and so must the hardware and software used to service those needs. Leadership knows all too well that there is an endless conflict between the choice to modify existing systems vs. performing wholesale application upgrades. In this session we will generally discuss strategies for mitigating these decisions, as well as how to future proof systems when wholesale upgrades are unavoidable. More specifically, we will highlight and discuss changes necessary to incorporate the proposed amendments to Article 9 into existing forms and the current IACA XML spec. As such, this session will serve a critical purpose towards shaping the future of the UCC XML specification. (Joint STS and ITS)

**International Relations Section:**     **Axel Forstmann, Germany, Chair**  
  **Julian Lamb, Jersey Channel Islands, Vice-Chair**

IACA promotes the idea of cross border interoperability between Business registers. A panel of domestic and international experts will present developments concerning data exchange, platform buildings and ideas to communicate with IACA members. Representatives of the ECRF (European Companies Register Forum), EU-Commission and foreign national Business Register will update you about developments outside the “IACA-hemisphere”.

**Business Organization Section:**     **Cheri Myers, North Carolina, Chair**  
  **Julia Dale, Michigan, Vice-Chair**  
  **Mandy Harlan, Louisiana, Recording Secretary**

**Business ID Theft** - A panel of IACA members will discuss NASS’s approach to developing solutions to business identity theft including assistance, prevention and detection efforts for state business filing offices. The panel will review the Business Identity Theft White Paper presented at the January 2012 NASS Conference. You will leave this session more enlightened on how to assist business identity theft victims.

**Compliance and Corporate Service Scams** - David Kirkman, North Carolina Department of Justice and Blackwell Brogden, North Carolina Secretary of State’s office, will discuss the scams associated with using corporate shells to hide assets. They will explain the types of scams going around the country, how to identify a business scam, and provide action steps that any jurisdiction can implement. We will provide a case study of the Compliance Services, Business Minutes Solicitation.

**Low Profit Limited Liability Companies (L3Cs), For Benefit Corporations and Other Developments in Entity Law: A Different Perspective** - Last year we heard one perspective on the formations of L3Cs and Benefit Corporations. This year we will hear from Robert Keatinge of Holland & Hart LLP, Colorado, and learn a different perspective on these two entity types.

**Roundtable Discussions on Day-to-Day Issues** - Back by popular demand, BOS will dedicate one session to participate in lively discussions with your peers regarding various day-to-day filing office scenarios.

**Secured Transactions Section:**      **Sherri DeMarco, Michigan, Chair**  
**Judy Jobman, Nebraska, Vice-Chair**

**Legislative Update** - A number of jurisdictions have enacted new Article 9 amendments that will take effect July 1, 2013. To help filing officers understand the changes, an STS panel will discuss the latest developments by jurisdiction. Discussions will include any non-uniform provisions.

**New UCC Forms** - UCC form revisions are part of the new amendments to Article 9. Filing offices may be significantly impacted. This introduction to the new forms and their instructions will assist jurisdictions in understanding the changes and aid in training their staff and customers. The Forms Revision Committee will update and recount the road traveled to date.

**Jurisdiction Guidelines for Accepting a UCC Record Presented for Filing Chart (Filing Chart)** - The Chart is a significant tool for filing officers, filers and searchers. It presents a concise look at how each jurisdiction handles filing and searching scenarios. This interactive session will focus on recent changes impacting the current chart. Review the filing chart and its corresponding examples on the STS website at [www.iaca.org](http://www.iaca.org). The continued success of the filing chart depends upon membership participation!

**First Look at the Filing Chart and MARS Changes for 2013** - Several major changes in Article 9 will become effective next year. To understand and prepare for these important changes, this STS session offers an opportunity to discuss the new additions and their impact on filing office practices.

**List Serve Live - A Nuts & Bolts Approach to UCC** - Based on popular request, STS will dedicate one session to an open forum for questions, ideas and answers. Come, learn from and share with your peers. The list serve is an electronic avenue for answers and ideas. This is your opportunity for face-to-face discussions on new projects and other challenges.

**Information Technology Section: Andrew Wightwick, Georgia, Chair**  
**Brad Harris, Louisiana, Vice-Chair**

**IT Round Table** - An open discussion among jurisdictions about their hot IT issues, what's working well, what's not working so well, and the direction IT is moving within their jurisdiction. Always a great opportunity to share information with other IT professionals as well as lessons learned with people who have "been there, done that."

**Cloud Computing** - Building on the high-level overview presented at the 2011 conference, this session will serve as a deeper dive into cloud computing from a technical perspective. Topics will include the security of cloud hosted services, integration strategies, building applications around cloud services, cloud based backup, and special considerations for government entities.

**Social Media Integration** - Do you have fans? Followers? Previously reserved for rock stars and religious groups, these phrases are now also unavoidable references to how business is done. Customers and the public expect organizations to integrate with social media, and in this session we will discuss how to meet these expectations. We will also discuss strategies for integrating social media into your environment and hear from jurisdictions that have benefited from embracing this technology.

**Mobile Device Usage** - Smartphones and tablets are now prolific in many offices. Join us for a discussion on how the use of mobile devices has changed the landscape of computing and applications in various jurisdictions. We will not only explore the strategic implementation of mobile offerings, but also how the ubiquitous nature of internet enabled devices by employees influences IT operations, policies, and efficiency.

**eNotification Best Practices** - Members of the eNotification Best Practices working group will present the results of their efforts to document existing jurisdictional use of and recommended best practices for eNotification. The resolution to produce a best practices document, adopted at the 2011 Winnipeg conference, will recommend eNotification methods that address privacy and open records concerns, recipient selection, email address verification, opt in and opt out processes, how to keep information current, how to handle undeliverable mail, and mass delivery issues.