File in to the Buckeye State
Columbus, Ohio 2016

39th Annual IACA Conference
International Association of Commercial Administrators
June 5 – 9, 2016
Hyatt Regency Columbus
www.IACA.org

www.Facebook.com/IACA.org
@IACAorg
#IACA16
Dear IACA Conference Attendees:

On behalf of our entire board of directors, welcome to the 39th Annual IACA Conference in Columbus, Ohio. We look forward to hosting you this week, as this event provides an opportunity for government leaders, business partners and educators from all over the world to convene and share ideas on business registry issues and trends.

This year’s conference will focus on the future! What will your office look like in the year 2020? What do you need to do now to prepare yourself, your office and your customers for these changes? The general session on Monday afternoon, Filing Office 2020: The Future of Business Registries, will introduce you to many of the topics to be addressed throughout the week.

In addition to learning a lot of valuable information, we hope you get a chance to enjoy some of what Columbus has to offer. The hotel is conveniently located in the Short North Arts District, which offers more than enough options for dining, nightlife, art and shopping.

Thank you, again, for Filing in to the Buckeye State!

Allison DeSantis
President
International Association of Commercial Administrators

About IACA

The International Association of Commercial Administrators (IACA) is a professional association for government administrators of business organization and secured transaction record systems at the state, provincial, territorial, and national level in any jurisdiction which has or anticipates development of such systems.

Our Mission

IACA is dedicated to the education of and exchange of ideas among its members at annual general meetings and through newsletters throughout the year. Emphasis is placed on greater efficiency in government and in providing superior service at the least possible cost.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Location</th>
<th>Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday June 5th</td>
<td>Registration</td>
<td>County Foyer</td>
<td>Sponsor:</td>
</tr>
<tr>
<td>4:00pm - 7:00pm</td>
<td>President’s Reception</td>
<td>Peppercorn Room</td>
<td>Foster Moore</td>
</tr>
<tr>
<td>7:00pm - 9:00pm</td>
<td>Hospitality Suite</td>
<td>Private Dining Room</td>
<td>Sponsor:</td>
</tr>
<tr>
<td>Monday June 6th</td>
<td>Registration</td>
<td>County Foyer</td>
<td>Sponsor:</td>
</tr>
<tr>
<td>7:30am - 4:00pm</td>
<td>Opening Ceremony</td>
<td>Union C, D, and E</td>
<td>Sponsor:</td>
</tr>
<tr>
<td>7:30am - 8:30am</td>
<td>Breakfast</td>
<td>Union A and B</td>
<td></td>
</tr>
<tr>
<td>8:30am - 9:15am</td>
<td>Roll Call of Jurisdictions</td>
<td>Union C, D, and E</td>
<td>Sponsor:</td>
</tr>
<tr>
<td>9:15am - 10:15am</td>
<td>Complimentary Professional Headshots</td>
<td>Champaign</td>
<td>Sponsor:</td>
</tr>
<tr>
<td>10:00am - 3:00pm</td>
<td>Complimentary Professional Headshots</td>
<td>Champaign</td>
<td>TECUITY</td>
</tr>
<tr>
<td>10:15am - 10:30am</td>
<td>Break</td>
<td>Union foyer</td>
<td></td>
</tr>
<tr>
<td>10:30am - 12:00pm</td>
<td>Roll Call of Jurisdictions (continued)</td>
<td>Union C, D, and E</td>
<td>Sponsor:</td>
</tr>
<tr>
<td>12:00pm - 1:30pm</td>
<td>Lunch</td>
<td>Union A and B</td>
<td>Sponsor:</td>
</tr>
</tbody>
</table>
1:30pm - 2:30pm  
**Merit Awards**  
Union C, D, and E  
*Sponsor:* First Corporate Solutions

2:30pm - 2:45pm  
**Break**  
Union Foyer

2:45pm - 3:45pm  
**Filing Office 2020: The Future of Business Registries**  
Union C, D, and E

  *Kevin Kerrigan,* Tower 81 Associates  
  *Julian Lamb,* Jersey

Where do you see your filing office in five years? How do you prepare today for the challenges and demands of tomorrow? This session will discuss changes filing offices will face over the next five years and provide processes and efficiencies to help manage them and better meet the needs of their customers. From data integrity and protection to staffing and technology, this session will give you a glimpse into what’s coming next!

3:45pm - 4:30pm  
**International Associations & International Business Registers Survey**  
Union C, D, and E

  *ECRF:* Annika Bränström, Sweden  
  *CRF:* Anthony Bwembya, Zambia  
  **International Business Registers Survey:** Annika Bränström, Sweden

This session will provide updates from both the European Commerce Registers’ Forum and the Corporate Registers Forum, from activities and developments to a recap of their recent combined conference in Cardiff, Wales. Additionally, the findings of the 2016 International Business Registers Survey will be presented and discussed.

6:30pm - 9:30pm  
**The Wells Barn at Franklin Park Conservatory**  
Private Dining Room 2nd Floor

*Sponsor:* dun & bradstreet

9:30pm - 12am  
**Hospitality Suite**  
Private Dining Room 2nd Floor
tuesday June 7th

7:30am -4:00pm Registration County Foyer

7:30am - 8:30am Breakfast Union A and B

Sponsor: Singh TECHNOLOGY GROUP

8:30am - 10:30am Section Sessions

BOS/IRS: Building a More Efficient Government with eSignatures Union D

Jim Harper, DocuSign

Governments today are under constant pressure to provide effective support and services to their customers with limited resources, budgets and antiquated systems. Furthermore citizens expect transparency and accountability from their government. Change advocates in government have taken leadership to move their organizations into the digital world and implement secure, efficient processes that provide tangible benefits to their constituents. This session will examine trends and address the implementation of eSignature technologies to manage risk, manage costs and reduce time.

ITS: KPI’s, Dashboards and Metrics: Union E

What’s it all About?

Jon Evans, Tecuity

Andy Rasmussen, Tecuity

This session will discuss what these items are and how they are valuable to your organization. Viewing it from an IT perspective, the discussion will focus on how these items can show the value and need for resources, whether they are technology or people. We will also discuss how to use Key Performance Indicators (KPI’s) to improve the overall performance of an organization.
Tuesday June 7th (continued)

STS: Jurisdictional Filing Chart Review & Filing Office Mistakes: It Happens! Union C

Kelly Kopyt, Foster Moore
Rebecca Longfellow, Indiana
Marissa Soto-Ortiz, Massachusetts

The panel will review the current filing chart and highlight the changes made to it to make it more user-friendly. There will be time for discussion of deviations and the recommended actions. The second part of the session will turn to methods and proper steps for a filing office to take when correcting filing office errors. It will also explore mechanisms to prevent errors in the future.

10:30am - 10:45pm Break Union Foyer

Sponsor: dun & bradstreet

10:45am - 12:00pm Section Sessions

BOS: Improved Operational Efficiency through Process Excellence Union D

Keith Fournier, Major Oak Consulting

Organizations are often charged with performing more work with fewer resources. To obtain this outcome, the most effective technique is to have a detailed understanding of the entire flow of activities to perform core functions. A case study will be presented about the North Dakota Secretary of State’s office highlighting their effort to perform current state Business Process Modeling (BPM) activities resulting in the identification of efficiency opportunities and designing a future state vision for process enhancements whereby eliminating non-value added activities and improving customer service.
ITS/IRS: Blockchain: Applications for Union Registries?

Julian Lamb, Jersey
Mehmet Munur, Tsibouris & Associates, LLC
Gary Walsh, ERS

Most of you have heard about bitcoin, but have you considered whether blockchain technology is applicable to business entity or secured transactions work? Some of our colleagues are examining the potential use of blockchains for data storage. This session will examine the impact of adopting blockchain technology, including legal and privacy concerns.

STS: MARS Review Committee Update & Legislative Update

Paul Hodnefield, Corporation Service Company
Robert Lindsey, Virginia
Darrell Pierce, Dykema Gossett PLLC
Despina Shields, National Corporate Research, Ltd.
Mike Smith, Georgia
Marissa Soto-Ortiz, Massachusetts
Katie Zvolanek, Ohio

The Model Administrative Rule Update committee will present proposed model rules to accompany the Uniform Law Commission’s Bogus Filing Hip Pocket Amendment. These rules provide guidance for filing offices for processing required notices and affidavits, and procedures for the office to follow when reinstating financing statements. The committee will also present model affidavits and notices that offices can use to comply with the statutory requirements. The Legislative Update will be a review of any newly enacted or soon-to-be enacted legislation that could potentially affect UCC filings in that jurisdiction.

12:00pm -1:00pm Lunch
Union A and B

1:00pm - 1:30pm Jurisdictional Presentation: Jurisdiction
Example Business Service Enhancements

Rob Hanlon
1:30pm - 2:45pm

**Section Sessions**

**BOS/IRS: The Basics of Administering State Trademark Law**

- **Bert Black**, Minnesota
- **Carmen Flores**, Texas
- **Kathy Sachs**, Kansas

What issues should I consider in determining whether likelihood of confusion exists in a proposed mark? Can I register a trademark that uses a surname, a generic term, or merely describes the service provided? What does it mean to “disclaim” part of a mark? Should I accept business cards, web pages or pictures of business signs? The panel will discuss real life examples and answer specific questions on best practices.

**STS/ITS: Search Logic Committee Findings**

- **Ben Ark**, National Corporate Research, Ltd.
- **Wally Boggus**, Capitol Services, Inc.
- **Robert Lindsey**, Virginia
- **Despina Shields**, National Corporate Research, Ltd.
- **Katie Zvolanek**, Ohio

**Sponsor:**

This session will present the findings and recommendations of the Search Logic Committee, including best practices documents for jurisdictions that offer non-standard search logic and for those that plan to make changes to standard search logic. It will allow for attending members to comment and review the best practices documents prepared by the committee. Examples of search normalization will be presented, which will help attendees better understand search functionality.

2:45pm - 3:00pm

**Break**

Union foyer
The protected series is a method of compartmentalizing activities and assets within a LLC so that a creditor of one compartment, or the protected series, cannot have access to the assets of any other compartment or of the LLC itself. While many seemed skeptical of the concept, it appears as though it is here to stay. More than a dozen jurisdictions have statutes, and tens of thousands of protected series now exist. This presentation will explain the protected series construct and then focus on the Uniform Law Conference project that is drafting a uniform protected series act.

The discussion during this session will be focused on those members and attendees who are new to the UCC, or those who want to brush up on UCC basics. The session will provide a short history of Article 9 of the UCC and then review basic concepts and form requirements. Viewing the statutes through the lens of the filing office, this information will give an overview of concepts and practices that will be very beneficial to newer members, but also to veteran attendees.
In 2015, the World Bank Group re-launched a survey of legally-established registries that file security interests in movable property to better understand these institutions so that they could improve their advisory services and policy advice related to secured lending. These services are a valuable resource for entities considering doing business in the U.S. and abroad. During this session, a speaker from the World Bank Group will present the findings of this survey.
Wednesday June 8th

7:30am - 4:00pm  
Registration  
County Foyer

7:30am - 8:30am  
Breakfast  
Union A and B

Sponsor:  
Google

8:30am - 10:00am  
Identity Management: Do you Know who you are Doing Business With?  
Union C, D, and E

Jeff Braswell, Global Legal Entity Identifier Foundation  
Julian Lamb, Jersey  
John Robinson, Capitol Services, Inc.

Sponsor:

With the recent release of the Panama Papers, increased scrutiny is being placed on knowing who you are doing business with. This session will discuss various methods that are being utilized to achieve this end. The Global Legal Entity Identifier Foundation (GLEIF) discussion will explain the legal entity identifier and its role in identifying entities engaged in financial transactions. The conversation will also focus on beneficial ownership, both as it is currently being captured and the push to register at the federal level in the U.S. The session will end with a panel discussion on the importance of the registries in identifying the “who” behind the business.

10:00am - 10:15am  
Break  
Union foyer

10:15am - 11:30am  
Get Up! The Impact Sitting is having on your Health!  
Union C, D, and E

Dr. Joseph Ruane, Medical Director, OhioHealth  
McConnell Health Center; Head Team Physician, Columbus Blue Jackets  
Amy Upp, Manager of Community Health and Fitness, OhioHealth McConnell Health Center

Presented by:  
OhioHealth

Have you heard the buzz that sitting may be the new smoking? This interactive session will explore the research on the impact too much sitting has on your health, and how one small change towards movement can have lasting benefits. We will also discuss impact of movement on overall engagement and productivity at work, and learn an easy Deskercize workout that you can do anywhere!
11:30am - 12:00pm  **Jurisdictional Presentation: Colorado**  Union C, D, and E
Colorado’s Approach to Online Certificates

  Alberta Bennett
  Mike Hardin

12:00pm - 1:00pm  **Lunch**  Union A and B

1:00pm - 2:30pm  **Cybersecurity: Proactively Protecting Data and Responding to Data Breaches**  Union C, D, and E

  Brian Donato, Vorys, Sater, Seymour and Pease LLP
  Lisa Pierce Reisz, Vorys, Sater, Seymour and Pease LLP

Presented by: **VORYS**

Higher standards make better lawyers.®

This session will provide best practices from a legal, public relations and IT perspective. The topics to be discussed include the most important aspects of responding to a data incident, anticipated demands, best practices for coordinating your response among various stakeholders, and the importance of advance preparation.

6:30pm - 10:30pm  **An Evening in Columbus**  Regency Ballroom

Sponsor: **CT**

Private Dining Room
2nd Floor
Thursday, June 9th

7:30am - 9:00am  Breakfast  Union A and B
8:30am - 9:00am  Member Registration  County Foyer
9:00am - 10:00am  **IACA Business Meeting**  Union C, D, and E
10:00am - 10:30am  **Jurisdictional Presentation: Nova Scotia**  Union C, D, and E
Restaurant & Accommodation Industry Sector Bundle

Natasha Clarke

10:30am - 12:00pm  **Roundtable Sessions**  Knox Room
10:30 - 11:15  **Our Data and Our Customers**

Ben Cronin, Kyckr Ltd
Cyndi Festa, Dun & Bradstreet

Many jurisdictions make data available to the general public and commercial entities through the use of various technologies and formats. This roundtable discussion will be an opportunity to gain a better understanding into how this data is consumed, the insight that is gained and why this is important to your jurisdiction. The discussion will include a wide array of topics including, but not limited to, accessibility, pricing, legislative requirements, data formats, integrity of the data and overall governance.

11:15 - 12:00  **Filing Offices & Service Companies: Working Towards a Common Goal**

Tim Hall, CT Corporation System
Rebecca Longfellow, Indiana
Shawnzia Thomas, Georgia

Service companies and filing offices interact with one another on a daily basis. This roundtable discussion will focus on the relationship between these parties and how exchanging information and forming open lines of communication will improve the process for everyone involved.
Global Initiative to Make Business Registration Easy, Everywhere: What it is and how Registrars can Help

Ann Low, U.S. Department of State
Frank Grozel, United Nations Conference on Trade and Development
Keith Whitelaw, Whitelaw Consulting Group Ltd.

This session will introduce attendees to GER.co, a website with links to all business registration websites in the world, and a rating of each site’s user-friendliness. GER.co aims to inspire collaborative government by looking at government processes from a user’s standpoint, starting with business registration. The presentation will include how GER.co’s website and self-assessment process are helping Colorado to improve its business one-stop website. Lastly, the discussion will turn to exactly what makes a user-friendly website and how to structure one.

Business Registers Interconnection System

Hayley Clarke, Nova Scotia
Carsten Schmidt, Germany
Kenneth Yap, Singapore

The Business Registers Interconnection System (BRIS) is an interconnection of business registers being set up at the European Union level and is a joint effort involving all EU Member States and the European Commission. The BRIS could also serve as a prototype that could also serve other areas to interconnect other regions. This session will discuss this system and how it will enable citizens, businesses and national authorities to easily search registry information using one portal, as well as enable registries within the EU to exchange information via the portal. Other regions will also participate in the discussion and share their plans for the interconnection of business registries.

12:00pm -1:00pm Lunch

Sponsor:
Crunching Numbers: Using Data to Improve Processes and Services

Dr. Thomas A. Bishop, The Shewhart Group

Analyzing data can provide insight into many processes, from predicting peak call times to providing the most common filing rejection reasons. But how should a filing office collect this data? And exactly which numbers are important? This session will look at what data sets are useful and which tools can help you analyze the content.

Closing Ceremony

The Big Bang Dueling Piano Bar

Sponsor: ERS Enterprise Registry Solutions
Second Floor Meeting Space

Currently Under Renovation

Elevators to Guest Rooms

Escalators to Food Court and First Floor Meeting Rooms
Evening Event Summary

**sunday**

The conference will commence with the President’s Reception, held in the Peppercorn Room on the lobby level of the Hyatt Regency Hotel. Heavy hors d’oeuvres will be served. Business casual attire is recommended.

**monday**

The Wells Barn at Franklin Park Conservatory will be the venue for Monday evening. The event includes locally sourced foods with regional drink pairings. Casual attire and comfortable shoes are recommended to tour the numerous gardens.

**tuesday**

The Columbus Museum of Art is yours to explore on Tuesday evening. Docents will be available as you stroll through the exhibits both before and after dinner. Casual attire is recommended.

**wednesday**

Held at the Hyatt Regency Hotel, Wednesday evening will begin with a Wednesday cocktail reception. The party will move into the Regency ballroom, for dinner followed by a night of dancing. Business/cocktail attire is recommended.

**thursday**

Say farewell to IACA friends new and old as you celebrate your last evening in Columbus at The Big Bang Dueling Piano Bar. Cocktails and heavy hors d’oeuvres will be served. Casual attire is recommended.

---

**Save the Date**

40th Annual IACA Conference
Halifax, Nova Scotia

May 21-25, 2017
DISTRICTS & NIGHTLIFE
Columbus’ top entertainment areas surround downtown, each packed with entertainment, restaurants and shops. Convention attendees are right in the middle of the “Five on High” — the five-mile span of High Street connecting downtown’s districts. That means you don’t have to go far to have a good time. Next to the Greater Columbus Convention Center, the Arena District is home to the Blue Jackets National Hockey League team, concerts, restaurants and nightclubs. In the neighboring Short North Arts District, you’ll find restaurants, galleries and boutiques. South of downtown are the Brewery District and German Village, a quaint historic district. Venture to the north on High Street to visit the The Ohio State University District.

WORLD-CLASS ARTS & CULTURE
Take in one of Columbus’ performing arts events. Among your choices are BalletMet, Broadway in Columbus, Columbus Jazz Orchestra, Shadowbox Live, The Columbus Symphony and the Contemporary American Theatre Company (CATCO). See world-class visual art at the Columbus Museum of Art, the Wexner Center for the Arts, The King Arts Complex and Franklin Park Conservatory and Botanical Gardens, the only botanical garden in the world with a permanent collection of glass artwork by Dale Chihuly.

SHOPPING FOR EVERY TASTE
Columbus is known for shopping, with everything from eclectic boutiques in the Short North Arts District to Easton Town Center, located just 15 minutes from downtown, home to Nordstrom, Macy’s and hundreds of specialty stores, such as American Girl, along with one of the city’s best collections of restaurants and entertainment venues. Thirty minutes north is Polaris Fashion Place, which has five anchors, including Saks Fifth Avenue.

NATION’S BEST ATTRACTIONS
Central Ohio is packed with fun attractions. See polar bears swim underwater at the Columbus Zoo and Aquarium, voted the #1 zoo in America by USA Travel Guide. Get hands-on at COSI, the #1 science center in the country for families according to Parents magazine. Explore our downtown parks, Columbus Commons and the Scioto Mile along the downtown riverfront. On the city’s south side enjoy Scioto Downs Racino, and to the west full-service Hollywood Casino Columbus.

RESPECTED SPORTS SCENE
Scarborough Sports Marketing ranked Columbus the #1 Sports Town in the United States. The city earns the distinction with several professional teams, including the National Hockey League’s Columbus Blue Jackets, Major League Soccer’s Columbus Crew SC and the Columbus Clippers, the Triple-A baseball affiliate of the Cleveland Indians. There’s also the Ohio State Buckeyes, winners of the first-ever College Football Playoff National Championship, and the Jack Nicklaus Museum, a tribute to both the Columbus native and golf.

A FOODIE’S PARADISE
Columbus has one of the most innovative food scenes in the country. From vegan to BBQ, you’ll find hundreds of restaurants offering most every kind of cuisine. Don’t miss the North Market, located across from the Greater Columbus Convention Center for the finest in fresh and prepared foods.

GETTING HERE
Columbus — Ohio’s capital and the 15th largest city in the United States — is located within 550 miles of more than half of the U.S. population. Five highways run through the city and Port Columbus International Airport (CMH) is just 10 minutes from downtown.
Thank You to the Following Sponsors

Printed materials made possible by Jon Husted
Ohio Secretary of State