



December 2010 Meetings & Events



THE Stockton Boulevard PARTNERSHIP

December 2
5:30 - 7:00 PM
Oak Park Cops & Coffee followed by the Oak Park Neighborhood Association Meeting
Sacramento Food Bank
3333 3rd Ave., Sac. 95817

December Meeting
Canceled
Oak Park S.H.R.A. Redevelopment Advisory Committee Meeting
Oak Park Multiservice Center
3415 Martin Luther King Blvd., Sac. 95817

December 6
5:30 - 7:30 PM
Oak Park Business Association and Stockton Blvd Partnership Holiday Mixer
M.I.N.D. Institute @ UC Davis
2825 50th Street, Sac. 95817
RSVP to Lisa Cordell (916) 454-2469

December 2
NOON - 1:00 PM
S.O.S. - Safety on Stockton Meeting
Stockton Blvd. Resource Center
5625 Stockton Blvd., Sac. 95824

December 6
5:30 - 7:30 PM
Oak Park Business Association and Stockton Blvd Partnership Holiday Mixer
M.I.N.D. Institute @ UC Davis
2825 50th Street, Sac. 95817
RSVP to Lisa Cordell (916) 454-2469

December Meeting
Canceled
S.H.R.A. - Stockton Blvd Redevelopment Advisory Committee Meeting
Stockton Blvd. Resource Center
5625 Stockton Blvd., Sac. 95824

Dec 20-Jan 3
CLOSED
Office Closed December 20th - January 3rd in observance of the Christmas and New Year's Holiday

Happy Holidays!

5625 Stockton Boulevard, Sacramento, CA 95824

Community Pride Project

A combined publication of the Oak Park Business Association and the Stockton Boulevard Partnership

Business Connects

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Business *Connects*

A publication of the Oak Park Business Association and the Stockton Boulevard Partnership

End of Year Business Tax Planning Tips for 2010

There are several ways businesses can save big by acting before the year ends

By Joy Taylor, Assistant Editor, *The Kiplinger Tax Letter*

With the end of 2010 quickly approaching, companies should think about year-end tax planning. Make the right moves between now and the close of the year, and you and your business could save plenty.

• **Acquire needed business assets now.** If you are thinking of buying significant assets for your business, you still have two more months to place them in use and qualify for bonus depreciation for 2010, allowing you to deduct 50% of the cost right away. The other 50% is recovered through regular depreciation. Bonus depreciation can be claimed on new assets with useful lives of 20 years or less, including machinery, equipment, land improvements and single-purpose farm buildings such as chicken coops. Act quickly, as this tax break ends after 2010.

Expensing is also available for purchased assets. In lieu of depreciation, businesses can claim an immediate write-off of up to \$500,000 of the cost of assets placed in service in 2010. This higher cap -- twice the 2009 limit -- also applies for 2011. But keep in mind that in both 2010 and 2011, once you put more than \$2 million of assets in use, the \$500,000 ceiling is reduced by one dollar for every dollar of assets.

Is a new business vehicle purchase likely soon? Buying it this year offers some big benefits. The maximum deduction for cars acquired and placed in use before Dec. 31 is \$11,060. After that, the cap falls to about \$3,000. And if you buy a new SUV with a loaded weight of over 6,000 pounds and place it into service in 2010, you get a triple scoop of tax breaks: Up to \$25,000 of the cost can be expensed, half the balance is eligible for bonus depreciation and 20% of the remaining cost is recovered through normal depreciation. Assuming 100% business use, the total first-year write-off for a \$50,000 new heavy SUV is a whopping \$40,000. Large pickup trucks fare even better. For a pickup with a loaded vehicle weight of over 6,000 pounds and a cargo bed (separate from the cab) of at least six feet, you can deduct the full cost, if the vehicle is put to use in your business in 2010.

Take care not to inadvertently buy too many assets in the last quarter of 2010, though. It can cost you some depreciation deductions. If more than 40% of your 2010 asset purchases are made after September, regular depreciation on all assets put in use in 2010 is determined on a quarterly basis. That means that assets acquired near year-end only get 1.5 months of depreciation instead of six months' worth. This special limitation doesn't apply to buildings, where depreciation depends on the month put in use.

• **Shift income and expenses between 2010 and 2011.** Congress has not acted on extending the Bush tax cuts, so individual tax rates for next year are still uncertain. But we think Congress is likely to temporarily extend the Bush tax cuts for all filers, keeping the 39.6% top rate from returning and retaining the 15% top rate for dividends and long-term capital gains. Because that's not a done deal, it is more important than ever to consider the tax implications of deferring versus accelerating income and deductions.

Professionals can delay year-end billings, or alternatively, speed them up if they expect to be in a higher tax bracket in 2011. Business owners can delay paying year-end bonuses so that recipients are not taxed until 2011 or pay them in 2010 if the company wants the deduction sooner. However, there are limits to bonus deferral. Delaying payment of year-end bonuses does not work for a majority shareholder if the bonus amount is fixed during 2010 and the corporation has the cash to pay the bonus. In that case, the law treats the shareholder as constructively receiving the money in 2010. Also, accrual method companies cannot deduct in 2010 bonuses that are deferred to 2011 if paid to a shareholder with more than a 50% stake in a regular corporation or to an owner of any stake in an S corporation, personal service company or partnership.

• **Finally, consider having your corporation pay dividends in lieu of salary.** Taxwise, this works out beneficially if the corporation is in a low tax bracket and the shareholder is in a high tax bracket. Dividend payments don't earn a deduction for the corporation; however, because dividends are taxed at a maximum 15% rate and aren't subject to payroll tax, the owner's tax savings on the dividend can exceed the benefit of the corporation's foregone deduction. Note that this tax saver won't help personal service firms, which pay a flat 35% tax, or S corporations.

Oak Park Business Association

P.O. Box 5783 • Sacramento, CA 95817
Phone: 916.452.9222 • Fax: 916.454.6021
staff@oakparkba.org • www.oakparkba.org
Board Chairman: Stuart Eldridge • Exec. Director: Terrence Johnson
Project Coordinator: Lisa Cordell

Stockton Boulevard Partnership

5625 Stockton Boulevard • Sacramento, CA 95824
Phone: 916.454.2469 • Fax: 916.454.6021
stocktonblvdpartnership@msn.com • www.stocktonblvdpartnership.org
Board Chairman: Frank Louie • Exec. Director: Terrence Johnson
Project Coordinator: Lisa Cordell

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8 Tips to Make Your Holiday Small Talk Big

Holiday parties and business events provide people with many opportunities to build relationships, if they realize how to strategically use small talk.

How can you make the most of small talk during this busy time of year? Build relationships that build business? What is the secret to captivating conversations? How can you remember names? Author Diane Windingland answers those questions and more in her new book, *Small Talk BIG Results*.

1. Act like a host, not a guest.

Take on the active role of a host, even if you are not the actual host. Introduce yourself to people and introduce them to others. Let people know where to find the food and drinks.

2. Maintain a "Mona Lisa" smile as your default expression.

Instead of keeping your mouth in a neutral position (which actually looks more negative than neutral), try to keep a small, half smile ready to burst into a grin or even an open-mouthed laugh. Nothing says "I'm friendly, open and non-critical," like a smile!

3. Pick your position.

The best places to network are the high traffic areas--the entrance, the food table, or the bar. Move away from the high traffic areas for longer conversations.

4. Repeat, repeat, repeat to remember names.

As soon as someone says his or her name, mentally repeat it a few times. Repeat the name in conversation: "So, what type of business are you in, Jim?" Later, while names are fresh in your mind, write them down in a notebook or on the back of a business card, along with any pertinent or identifying information.

5. Use "See and Say" to start conversations.

If you can both see it, you can comment on it. "The food looks really good!" Common ground is the basis for small talk.

6. Listen reflectively.

Listening is not just waiting for your turn to talk. Reflect back by paraphrasing, summarizing or asking for clarification. "Tell me more about that."

7. Wear a conversation piece--a piece of jewelry or an interesting tie, for example.

It helps other people initiate conversation with you and gives you the opportunity to tell the interesting story behind the item.

8. Face your conversation partners to make sure they can use facial movements to discern meaning.

Hearing impairment has increased over the years, even among young people. One in five teenagers has hearing loss (August 2010, Journal of the American Medical Association). One of the biggest things you can do to enhance conversation with people who have hearing loss is simply to make sure you face them while you are talking.

Originally trained as an engineer, a group typically not known for making small talk, Diane Windingland speaks for organizations that want to help their people have better conversations.

Visit <http://smalltalkbigresults.com> for more information or to order the book.



January 2011 Meetings & Events



January 6 5:30 - 7:00 PM	Oak Park Cops & Coffee followed by the Oak Park Neighborhood Association Meeting Sacramento Food Bank 3333 3rd Ave., Sac. 95817	January 6 NOON - 1:00 PM	S.O.S. - Safety on Stockton Meeting Stockton Blvd. Resource Center 5625 Stockton Blvd., Sac. 95824
January 12 NOON - 1:30 PM	Oak Park Business Association Executive Committee Meeting Stockton Blvd. Resource Center 5625 Stockton Blvd., Sac. 95824	January 13 9:00 - 11:00 AM	Stockton Boulevard Partnership Executive Committee Meeting Stockton Blvd. Resource Center 5625 Stockton Blvd., Sac. 95824
January 12 6:00 - 7:30 PM	Oak Park S.H.R.A. Redevelopment Advisory Committee Meeting Oak Park Multiservice Center 3415 Martin Luther King Blvd., Sac. 95817	January 13 6:30 - 8:00 PM	S.H.R.A. - Stockton Blvd Redevelopment Advisory Committee Meeting Stockton Blvd. Resource Center 5625 Stockton Blvd., Sac. 95824

Happy New Year!

Call for 2011 Renewal Steering Committee Members



Stockton Blvd Partnership is approaching its anniversary in 2011!



The board of directors of the Stockton Blvd Partnership PBID has set in motion the 2011 renewal process.

Our PBID is one of many located in the Capital region established to finance economic development, maintenance, security and other services crucial to the vitality and economic well-being of urban centers.

PBID's are so popular because they work! As demonstrated by the success on Stockton Blvd over the past nine years, the working relationship between public and private sectors has created positive environment for businesses located and operating within the business district boundary.

The renewal is essential for our business corridor to continue to thrive. The PBID efforts along with the work of the Sacramento Housing and Redevelopment Agency and the City of Sacramento's efforts in the area will continue to help

give the business and property owners better control over their collective destinies. The PBID helps to improve the city overall.

Meanwhile, the most important part of the process of renewal is consensus building among the partners. To begin this process, the board of directors is looking for property and business owners to support the renewal by joining the 2011 Renewal Steering Committee. The 2011 Renewal Steering Committee will reach out and share their positive perspectives, the values and the benefits that the PBID has brought and will continue to bring to the corridor with other owners.

Please join us now! Our first 2011 Renewal Steering Committee will meet in December. Contact Terrence Johnson or Lisa Cordell at the resource center offices: 916-454-2469 or Email them at: tjohnson@stocktonblvdpartnership.org or lcordell@stocktonblvdpartnership.org

Meeting Notice:

PACIFIC RIM CULINARY COMMITTEE
@ HAPPY GARDEN - STOCKTON BLVD
DEC 1, 2010 - 2PM TO 4PM

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