

## Meet the Staff

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## For More Information

To find out more about IRS  
*e-file*, visit [www.irs.gov/efile/](http://www.irs.gov/efile/)

To enroll in EFTPS, call  
EFTPS Customer Service  
at 1-800-555-4477  
or 1-800-945-8400. For more  
information or to enroll in  
EFTPS On-Line, visit  
[www.eftps.gov](http://www.eftps.gov).

*Coming Soon*

*e-services*

*Coming in 2004!!!*

*FORM 1120/1120S*

*FORM 990*



Department of the Treasury  
Internal Revenue Service

[www.irs.gov](http://www.irs.gov)

Publication 4234 ( 8/03)  
Catalog Number 37261V

Small Business and Self-Employed  
Taxpayer Education and Communication

*Business Marketing Services*

# e-submissions



Consider it done



Internal  
Revenue  
Service

## *Our Mission*

*“To achieve significant measures and influence behaviors in growth through support of electronic filing and payment programs, by coordinating efforts with key internal and external stakeholders.”*

## **Who Are We?**

The office of SB/SE TEC Business Marketing Services (BMS) is designed to support the SB/SE Strategic Plan, in each of its four operational priorities which are Abusive Tax Schemes; Voluntary Agreements; e-submissions; and Burden Reduction.

BMS is comprised of two components, the Office of Electronic Programs and the Office of Business Programs.

The Office of Electronic Programs, is responsible for e-submissions. It provides Electronic Programs Research and national marketing strategies for business e-file and the Electronic Federal Tax Payment System (EFTPS).

The Office of Business Programs, is responsible for the marketing all non-electronic TEC products.

## **e-file for Business Marketing**

The e-file Marketing Team is responsible for the development and implementation of national marketing plans and strategies for e-file for business products throughout the Operating Divisions. This includes Form 1040, Schedules C, E, and F; Forms 1065, 1041, 940, 941, 1120/1120S, 990, Filing Information Returns Electronically (FIRE) as well as e-services. The ultimate goal is to promote awareness, create demand and increase usage of all e-file for business products and services. We provide product knowledge and marketing materials to the field to assist in increasing the number of electronic business returns filed. This is accomplished using a variety of communication methods geared towards education and awareness as well as maintaining customer relationships with our internal and external customers.

## **Electronic Programs Research**

The Electronic Programs Research Team has the responsibility of coordinating all internal and external e-submissions related research throughout all Business Operating Divisions. Through the use of our advertising agency and external market research firm we coordinate integrated research in the form of annual satisfaction surveys, attitudinal and psychographics surveys of taxpayers and tax professionals, and specific market segment focus groups. In addition, we also coordinate other internal research needs with the assistance of W&I and SB/SE research groups. This includes demographic analyses of individual and business returns, focus groups, pilot testing of new products and services and also satisfaction surveys.

## **EFTPS Marketing**

The Electronic Federal Tax Payment System (EFTPS) Marketing Team has the responsibility of managing the national marketing campaign for EFTPS and creating marketing and educational materials for internal and external customers. Our goal is to increase electronic payments through EFTPS by offering our expertise and products to promote EFTPS. We assist TEC & SPEC by providing product knowledge and marketing materials to increase electronic payments through the use of EFTPS which is a priority of IRS. EFTPS can be used for payment of all federal taxes and should be marketed to tax professionals, financial institutions, 1040ES taxpayers and businesses.

## **Office of Business Programs**

The Office of Business Programs promotes awareness, creates demand and increases usage of traditional SB/SE products. Market research is used to develop and initiate marketing and relationship management strategies through the product development life-cycle.

Our responsibility is to develop a nationwide strategy to market all TEC non-electronic business related products. This office serves as the primary contact with SB/SE Communications and Liaison to manage efforts to deliver key messages to national and local media for TEC products.