ELK POINT

JANUARY NEWSLETTER

Happy New Year!!

Happy New Year and welcome back. We hope you are as excited for 2016 as we are. Here are a few things you need to know as we embark on a new and exciting year.

2015 Year End Reporting

By now we should have your information to complete your 2015 year end reporting, right? If we do not, please provide this information as soon as possible. We hope to have all reporting completed by January 22nd to ensure that everything is filed by the 31st.

Tax Organizers are Out

Check your mailbox and you should find your 2015 tax season organizer. Your tax organizer packet includes tons of useful information such as area's the IRS will be looking at this year. It also includes a checklist of all items we may need to complete your tax return. If you have not received your organizer, please let us know. There is also a blank one available on our website.

Social Media in Investigations

If recent events in the news have shown us anything it is that our private lives are no longer private since the advent of social media. Investigators used social media to confirm the San Bernardino shooters were tied to terrorism. Social media was also used to identify the Boston Bombing suspects in 2013. We use social media in all our investigations whether to include or rule out a suspect.

Proper uses of Background Checks

Even when utilizing social media to investigate a suspect there are still rules that apply to conducting background checks. For example, background checks cannot be used to determine an individual's credit worthiness or eligibility for housing, employment, credit, insurance, licensing or government benefits.

Importance of Mobile Marketing

A recent article by Xueming Luo in the Journal of Marketing Research stated that 3.6 Billion people worldwide are deeply engaged in their smartphones. 75% of Facebook and 70% of Twitters advertising revenue comes from mobile platforms. As customers engage with smartphones marketers must embrace the technology as well. In a recent study it was found that mobile display ads shape favorable attitudes and purchase intentions when products are featured in ads utilizing this medium.

Important January Dates

Please remember these dates as we go through the month of January . . .

January 1 – New Years Day – Elk Point Offices Closed
January 4 – All Elk Point Offices open
January 6 – Elk Point offices closed for offsite training
January 20 – Employment Law Training at IDDOL office – Post Falls
January 22 – Hawley Troxel Labor Law Seminar at CDA Inn
January 31 – 2015 Year End Reporting Due

ELK POINT

208.765.5432
INFO@ELKPT.COM

101 IRONWOOD DRIVE
SUITE 164
COEUR D'ALENE, ID 83814

TO BE REMOVED FROM THIS EMAILER LIST CLICK HERE AND TYPE "OPT OUT" IN THE SUBJECT FIELD.