

ETHICS

NEW MEDIA



FEATURING  
JEFFREY KATZENBERG  
CEO, DreamWorks Animation



2010  
**ENTERTAINMENT  
INDUSTRY  
CONFERENCE**

June 16  
Century City & Webcast

TALENT

FOREIGN TAX



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# ENTERTAINMENT INDUSTRY CONFERENCE

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## JUNE 16, 2010 • CENTURY CITY & WEBCAST

The entertainment industry presents dynamic challenges unlike any other industry. You need to stay on top of the latest details, whether you work in the industry or represent clients. Top-tier, expert business speakers will discuss the industry issues including: the economy; production/talent tax issues; new media/shifting revenue streams; the use of music in film; TV and new media; love and divorce Hollywood style; ethics and risk management; and foreign tax that are vital to your business that are vital to your business. You won't want to miss this event.

**Lunch is provided for all attendees.**

## HIGHLIGHTS

- Economic update
- Production/talent tax issues
- New media/shifting revenue streams
- Use of music in film, TV and new media
- The Motion Picture and Television Fund with Jeffrey Katzenberg
- Love and divorce—Hollywood style
- Who is suing whom?
- Ethics & risk management for entertainment industry business managers
- Foreign tax

## DESIGNED FOR

CPAs whose clients include film, music and production studios and related businesses; as well as business managers, attorneys, bankers, CPAs, CFOs and controllers who work in the entertainment industry.

# ENTERTAINMENT INDUSTRY CONFERENCE

JUNE 16, 2010

HYATT REGENCY CENTURY PLAZA HOTEL • CENTURY CITY

**8:45AM**

## WELCOME AND INTRODUCTIONS

### **Bradford S. Cohen, Esq., LLM**

Conference Co-Chair  
Venable LLP; Los Angeles

### **Cheryl Calhoun, CPA, MBA**

Conference Co-Chair  
CBIZ MHM, LLC & Mayer Hoffman McCann P.C.;  
Los Angeles

**8:50AM**

## ECONOMIC UPDATE

- Changing political environment
- Economic effects on the entertainment industry

### **Jack Kyser**

Los Angeles County Economic Development Corporation;  
Los Angeles

**9:20AM**

## PRODUCTION/TALENT TAX ISSUES (PANEL)

- Domestic production deduction (IRC 199)
- Film investment production (IRC 181)
- Deferred compensation (409A)
- Domestic and international production incentives

### **Moderator:**

#### **Alan J. Epstein, Esq.**

Jackoway Tjerman Wertheimer Austen Mandelbaum  
Morris & Klein, P.C.; Los Angeles

### **Panelists:**

#### **Joseph D. Chianese, CPA**

Entertainment Partners; Burbank

#### **Robin Gilden, Esq.**

Venable LLP; Los Angeles

#### **Rick Rosas, CPA**

PriceWaterhouseCoopers, LLP; Los Angeles

**10:30AM Break**

**10:40AM**

## NEW MEDIA/SHIFTING REVENUE STREAMS

- Content monetization
- Talent participation
- Current and future forms of distribution
- Advertizing
- Transmedia

### **Michael Yanover**

Creative Artists Agency; Los Angeles

### **Steve Ellis**

Whosay, Inc.; Los Angeles

Additional speaker to be announced

**11:30AM**

## USE OF MUSIC IN FILM, TV, AND NEW MEDIA

- Traditional and new revenue streams
- Music driven film and TV production
- Types of deals
- Glee
- Twilight
- American Idol
- So You Think You Can Dance?

### **Co-Moderator:**

#### **Michael Morris, Esq.**

Valensi & Rose; Beverly Hills

### **Co-Moderator:**

#### **Steve Winogradsky, Esq.**

Winogradsky/Sobel; Studio City

### **Panelists:**

#### **Jason Alexander**

Hit the Ground Running; Studio City

Additional speakers to be announced

**12:20PM Lunch**

**12:50PM**

## THE MOTION PICTURE AND TELEVISION FUND

Jeffrey Katzenberg  
CEO, DreamWorks Animation



**1:20PM**

## LOVE AND DIVORCE: HOLLYWOOD STYLE

- How to pick a divorce attorney
- Reasons to use a forensic accountant
- Problems with the system
- Prenuptial and post-nuptial agreements
- Asset control (who gets to exploit it)
- Valuation issues
  - Ownership of name and likeness
  - Goodwill

## CREDIT INFORMATION

**CPE:** 8.0 Hours

**MCLE:** 6.5 Hours

**ET:** 1 Hour

**Level:** Update

**Prerequisites:** None

- Breaking up is hard to do
  - Date of separation
- Domestic partnerships
  - Registrations
  - Agreements
  - Dissolutions
- Tax issues
  - Child and spousal support
  - Recapture
  - Filing status
  - Equalization
  - Attorneys fees and costs
  - Principal residence
  - Personal service corporations

### Moderator:

**Dennis M. Wasser, Esq.**

*Wasser, Cooperman & Carter, P.C.; Los Angeles*

### Panelists:

**Larry Ginsberg, Esq.**

*Harris Ginsberg LLP; Los Angeles*

**Anne C. Kiley, Esq, Esq.**

*Trope and Trope; Los Angeles*

**William Scott Mowrey, Jr., CPA**

*Cohen, Miskei & Mowrey LLP; Sherman Oaks*

## 2:20PM

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### WHO IS SUING WHOM?

- Mediation
- Arbitration
- Defamation
- Unauthorized use of name and likeness
- Agency disputes
  - Personal contracts
  - Clients/agents who are moving agencies

### Moderator:

**Patricia Glaser, Esq**

*Glaser, Weil, Fink, Jacobs, Howard & Shapiro, LLP; Los Angeles*

### Panelists:

**Scott A. Edelman, Esq.**

*Gibson Dunn & Crutcher LLP; Los Angeles*

**Michael Garfinkel, Esq.**

*Venable LLP; Los Angeles*

**John Schulman, Esq.**

*Mitchell Silverberg & Knupp LLP; Los Angeles*

## 3:20PM Break

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## 3:30PM

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### ETHICS & RISK MANAGEMENT FOR ENTERTAINMENT INDUSTRY BUSINESS MANAGERS

- How one (very big) misstep cost me the world's greatest tax practice

**Robert M. Jason**

*Toplitzky & Company; Beverly Hills*

- Business management and the artistic personality
- Investment counseling and conflict of interest in the entertainment industry
- Tax counseling and liability issues for business managers
- Embezzlement and the artist: detection, forensic proof and the legal response
- Insurance issues

**Joseph D. Schleimer, Esq**

*Law Offices of Joseph D. Schleimer; Beverly Hills*

## 4:30PM

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### FOREIGN TAX

- FBAR
- International penalties
  - Form 5471
  - Form 5472

**Charles Kolstad, Esq.**

*Venable LLP; Los Angeles*

**Charles P. Rettig, Esq.**

*Hochman Salkin Rettig Toscher & Perez; Beverly Hills*

## 5:00PM Adjourn

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INFORMATION**

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users, a \$125 cancellation fee will be charged for all cancellations made less than three business days prior to the event. All VP no-shows will have 8 hours of VP credit deducted for each day of instruction missed. Coupon no-shows must surrender the coupon used to register. For registration policies, please go to [www.educationfoundation.org/policies](http://www.educationfoundation.org/policies)

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