

# I-95 Business Parks Management's PWC Quarterly Update

I-95 Business Parks Management - 703/690-7234

## Special Interest Articles:

- Spring Cleaning
- Service Requests
- Tenant Spotlight: Creating Results
- Tax Tips

## Questions?

703-690-7234

[www.i95businessparks.com](http://www.i95businessparks.com)

## Spring Cleaning

Spring is right around the corner...We hope!

And with Spring, comes spring cleaning. We scheduled KEVCO to come out on Thursday, March 31st, in the evening, to have the parking lots swept – which removes all the sand and ice/snow melt left in the lots from the winter. The dumpster corrals are also cleaned up as part of the parking lot sweep.

We have also scheduled exterior window cleaning for each of the buildings. The schedule is as follows:

Tuesday, April 5<sup>th</sup>:  
3310 Noble Pond Way

Wednesday, April 6<sup>th</sup>:  
3320 Noble Pond Way

Thursday & Friday, April 7<sup>th</sup> & 8<sup>th</sup>: 14000, 14001 & 14049 Crown Court

If you have any questions or concerns, please contact Linda Slye via email: [lslye@i95bpm.com](mailto:lslye@i95bpm.com) or on 703-690-7234.

## Service Requests

As a reminder, we ask that all Tenants submit service requests and all other facilities issues via our service request email address:

[i95bpm-service@i95bpm.com](mailto:i95bpm-service@i95bpm.com)

Not only does this ensure that the appropriate personnel is notified and can respond promptly (goes to several people in case someone is out), but it also helps us track tenant or building issues.

We enter the information into our database and can review any re-occurring issues and see what actions were taken.

Although we ask that you make your employees

aware of our service request procedure, we do ask that each Tenant provide us with a Point of Contact (POC) who has responsibility for actually submitting the requests.

Sometimes we do get requests from an individual – but do not know who the actual tenant is. Or, on occasion, we receive multiple requests from several folks in the same office, for the same problem.

It would be beneficial for you as a Tenant and us as the Management Company to have all service requests sent through one person in

your office. You should also provide a back up POC – in case we are disseminating information and your regular POC is out of the office.

Our office has a POC – that your office has provided us – for all communications regarding the facilities and general property management concerns. It is up to you as a Tenant to keep us updated if your POC has changed. If you are unsure who is listed as the POC(s) for your office, you can email Amy Kaiser at [akaiser@i95bpm.com](mailto:akaiser@i95bpm.com).

## Tenant Spotlight: Creating Results

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*We do not inherit the earth from our ancestors, we borrow it from our children.*  
~Native American Proverb

Creating Results is a full-service strategic marketing, public relations and advertising agency with more than 17 years of experience and a diverse international client base. Their expertise is motivating mature individuals, including members of the Baby Boom and Silent (Ike) generations to buy goods and services from our clients.

The 12 person agency has helped clients ranging from entrepreneurial start-ups to Fortune 500 find more customers. Creating Results' marketing programs and creative designs have generated more than \$5.2 billion in sales and won more than 30 regional and national awards, including 10 National Mature Media awards and multiple gold and silver 50+ awards.

### Services

#### **Branding**

Brand Identity Development; Logo Design

#### **Marketing**

Strategic, Integrated Marketing Programs; Market/Consumer Research; Direct Marketing, Collaterals

#### **Web/Online Marketing**

Strategy, Design, Development and Integration; SEM/SEO; eMarketing, Social Media

#### **Public Relations**

Media Relations, Word of Mouth Marketing, Events, Community Engagement

#### **Displays/Signage**

Trade Show Exhibits, Point Of Purchase and Sales/Visitor Centers

#### **Advertising**

Online, Print, Radio, TV, Outdoor

#### **Training**

Workshops, Seminars, Key Note, Conferences  
Local organizations that have benefited from Creating Results' marketing expertise include, Prince William/Manassas Convention & Visitors Bureau, Westminster at Lake Ridge, Prince William Regional Chamber, Compton & Duling, Sentara/Potomac Hospital, Professional Collision Centers, Presidential Mortgage Group, MDA Technologies, Fru-Con, I-95 Business Parks Management, Mike Garcia Construction, and many others.

You can find out more about Creating Results by visiting [www.creatingresults.com](http://www.creatingresults.com) or their blog: [www.maturemarketingsmaters.com](http://www.maturemarketingsmaters.com).

*Special offer for I-95 Business Parks Management Tenants!*

If you're like most businesses, you may not be sure where to start or how to use social media to reach your business goals.

Creating Results offers a "Social Media 101" package that includes a customized strategy and action plan, basic set-up and 2 hours of training – an easy and strategic way to incorporate the power of social media into your marketing in a way that is appropriate and useful for your organization. Save money and time; avoid missteps and mistakes. Price is \$2,750 with a 10% discount for I-95 Business Parks Management tenants who call by 6/30/11. Call Todd at 703-494-7888, ext 13 for details on how this bundle of services can help you get the maximum return on your investment.

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*Give thanks for what you are now, and keep fighting for what you want to be tomorrow.*  
~Fernanda Miramontes-Landeros

## Tax Tips

Tax filing time is almost upon us. There are a few important deadlines that you may want to keep in mind:

### **For businesses:**

**March 15, 2011** – due date for all corporate tax returns (Form 1120, 1120A, 1120S) or to request a 6 month extension (Form 7004)

**April 15, 2011** – due date for all corporate and partnership returns required for the Commonwealth of Virginia.

### **For Individuals and Partnerships:**

This year, the tax deadline for individual and partnership returns has been extended to April 18, 2011. This is in observance of Emancipation Day, a holiday in the District of Columbia, which will be celebrated on April 15th. This filing deadline includes forms 1040, 1040A 1040EZ, 1041 (Estates and Trusts) and Form 1065 (partnerships). You may file Form 7004, a request for an extension to file. The deadline for that form has also been extended to April 18<sup>th</sup>. Keep in mind that filing a request to extend does not exclude you from your obligation to pay all taxes due. You must still pay taxes due by the April 18, 2011 deadline.

**April 18, 2011** – deadline to make a contribution to a traditional IRA, Roth IRA or SEP-IRA for the 2009 tax year.

**May 2, 2011** – due date for all individual returns required for the Commonwealth of Virginia.

There are plenty of resources available to assist you in with the tax filing process chief among them is the IRS website. In addition there are several third party companies that will allow you to prepare a simple tax return for free or charge a fee for the more complex returns. All of these sites will help you e-file your return to the IRS.

If your business is using a CPA firm, discuss the possibility of e-filing your business return. Also, talk to your CPA firm about the ever changing tax laws to ensure that you are taking advantage of the tax breaks, credits, etc that you may be entitled to.

Listed below are a few links to some of the more popular sites available for both business and individual use:

[www.irs.gov](http://www.irs.gov) – forms and publications are available to download or print. Also a resource for answers to questions and help with form completion

[www.freefile.irs.gov](http://www.freefile.irs.gov) – you can use this site to e-file already prepared returns free of charge or use the site to prepare your return and file for free

[www.cchgroup.com](http://www.cchgroup.com) –has the 2011 Master Tax Guide available for purchase. This guide has tax laws, forms and answers questions for both business and individual returns

[www.tax.virginia.gov](http://www.tax.virginia.gov) –has forms, publications and help with both business and individual returns. The site also allows individuals to prepare and e-file your Virginia return

[www.turbotax.com](http://www.turbotax.com) – a third party software site that you can purchase to help prepare your return. The software has the ability to e-file your return

[www.hrblock.com](http://www.hrblock.com) – a third party software that allows you to prepare a simple return on-line, free of charge or prepare a more complex return for a fee. The site also will answer questions and give you tax filing tips

[www.efile.com](http://www.efile.com) –third party software similar to Turbo Tax and H&R Block

[www.taxact.com](http://www.taxact.com) – this third party software site includes tax preparation for both individuals and businesses.

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*Did you ever notice that when you put the words "The" and "IRS" together, it spells "THEIRS?"*  
~Author Unknown

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*Never miss an opportunity to make others happy, even if you have to leave them alone in order to do it.*  
~Author Unknown