



DEPARTMENT OF THE TREASURY
INTERNAL REVENUE SERVICE
WASHINGTON, D.C. 20224

DEPUTY COMMISSIONER

April 27, 2000

MEMORANDUM FOR ALL MANAGERS

FROM:

Bob Wenzel
Deputy Commissioner Operations

A handwritten signature in black ink that reads "Bob Wenzel".

SUBJECT:

Guidelines for Implementing Changes to Employee
Business Card (Calling Cards) Program

I am pleased to inform you that the Internal Revenue Service (IRS) recently completed extensive discussions on the expanded use and funding of business cards with the Department of the Treasury and the National Treasury Employees Union. The IRS has the authority to pay for business cards for employees directly involved in promoting Electronic Tax Administration, personnel recruitment, and with significant public contact relevant to section 3705(a) of the IRS Restructuring and Reform Act of 1998 (RRA98). With the receipt of this added authority, Treasury has requested that we issue guidance to ensure effective implementation of the changes to the business card program.

Managers are required to ensure that personnel under their supervision possess only authorized identification and that such media is used properly. A business card is an authorized form of identification designed to provide a ready reference for contact with non-IRS individuals. In the past, many employees have purchased business cards with personal funds and in some cases, used the personal computer to generate business cards. Employees may continue obtaining business cards with their personal funds if they have followed the Internal Revenue Manual (IRM) and received their manager's approval. All business cards, including those obtained with personal funds, must conform to approved design standards based on the IRS' Corporate Identity criteria. However, until adequate security measures are in place, employees should discontinue producing business cards on personal computers.

These guidelines reaffirm and supplement existing procedures found in the following IRM issuances, 1.16.4 Identification Media Handbook and 1.17.4 Multimedia Publishing. Managers and employees should familiarize themselves with both directives. In order to be considered for a business card, each employee must submit Form 12003, IRS Business Card Production Authorization. You may view the IRM and form on the IRS' publishing product repository, www.publish.no.irs.gov.

Approval of the request for a business card is subject to the evaluation based on the following:

- Business card request, Form 12003, IRS Business Card Production Authorization, shall contain certification that the employee regularly deals with taxpayers or organizations concerning official tax matters pursuant to section 3705(a) of RRA98 or exceptions approved by the Department of the Treasury (e file, personnel recruiters). The employee's branch chief or equivalent supervisory level must approve the request.

- The head of office or appropriate delegate in a specific geographical area shall approve the order based on the authority approved by Treasury; refer to the guidelines and provisions in the IRM.
- Multimedia Production Division will place monthly orders for business cards through the Dallas Field Publishing Office. The majority of the requests for business cards will be funded with existing printing funds in the Chief Operations Officer area. Other areas that may require business cards include the Taxpayer Advocate Service and Appeals functions. All approved requests received from those functions will be charged against their printing funds. Funding for business card orders for personnel recruiters must be obtained from the Agency-Wide Shared Services area.
- Business card orders should be consolidated monthly and grouped according to specific functions such as Agency-Wide Shared Services, Appeals, Collection, Criminal Investigation, or Examination.

If your staff has questions, comments, or needs additional information, they may contact the Publishing Services office that provides service to their organization. Specific guidance on how to obtain a business card is located at <http://publish.no.irs.gov/pubsys/bcard/bccards.html>. A complete listing of the contacts is available at www.publish.no.irs.gov/mpd/ora/mpddiv.html or you may contact the Atlanta office at (770) 454-1940, Dallas office at (972) 308-1943, and Washington, D.C. office at (202) 283-0233.