



**Florida Tourist Development Tax Association, Inc.
Annual Tax Conference
August 15th – 17th, 2012
Majestic Beach Resort
Panama City Beach, FL**

Adapting to an Ever Changing Tax Environment

Wednesday, August 15th, 2012

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| 7:30 - 8:30 | Continental Breakfast, Registration and Networking |
| 8:30 - 9:00 | Welcome and Association Business Meeting
Patsy Willbanks, Association President |
| 9:00 - 9:40 | Official Welcome
Dan Rowe, Panama City Beach Convention and Visitor Bureau |
| 9:40 - 10:00 | Networking Session |
| 10:00 - 10:30 | Florida Department of Revenue's Revocation Process
John Cobb, FL DOR Service Center Manager, Pensacola Service Center |
| 10:30 - 11:30 | Fraud Presentation
Betsy Bowers, CIA, CFE, CGFM, CIG, University of West Florida |
| 11:30 – 11:45 | Association Business – Members only |
| 11:45 - 1:15 | Lunch – Included |
| 1:15 – 2:10 | Fraud Presentation – Part II
Betsy Bowers, University of West Florida |
| 2:10 – 3:05 | Defining Who is a Dealer
Tim Parks – Deputy Director of Internal Audit, Lee County Clerk of Courts |
| 3:05 – 3:20 | Networking Session – Sponsored by Lexis Nexis |
| 3:20 – 4:15 | FRLA – The Internet's Effect on Hospitality
Bruce Craul, Board Chairman, FL Restaurant and Lodging Association |
| 4:15 - 4:45 | Lexis Nexis
Cheryl Carter, Client Executive |
| 4:45 – 5:00 | Membership Meeting |



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Thursday, August 16th, 2012

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| 7:30 – 8:30 | Continental Breakfast and Networking Session |
| 8:30 – 8:45 | Association Business |
| 8:45 – 9:40 | Staymonkey.com and Homerun Advantage
Paul Wohlford, VP Staymonkey.com
Michael Austin, VP Homerun Advantage |
| 9:40 – 9:55 | Networking Session |
| 9:55 – 10:50 | Audit of Reward Points
Claudia Rilea and Jeannie Kroemer, Orange County Comptroller's Office |
| 10:50– 11:45 | Florida Department of Agriculture and Consumer Services
Stuart Scott, Bureau Chief for Mediation and Enforcement |
| 11:45 – 1:15 | Awards Luncheon Banquet – Included |
| 1:15 – 2:05 | Florida Department of Agriculture and Consumer Services – Part II
Stuart Scott, Bureau Chief for Mediation and Enforcement |
| 2:05 – 2:55 | Improving TDT Performance Using the Balanced Scorecard Method
Douglas Katez, Tax Auditor, Pinellas County Tax Collector |
| 2:55 – 3:15 | Networking Session |
| 3:15 – 4:10 | FTDTA Website Demo
Sue Siquefield, Manatee County Tax Collector's Office |
| 4:10 – 4:40 | Increasing Vacation Rental Tax Compliance
Bryan Field, VP Sales & Marketing, VRCompliance |
| 4:40 – 5:00 | Closing Comment |



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Friday, August 17th, 2012

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| 7:30 – 8:30 | Continental Breakfast and Networking Session |
| 8:30 – 8:45 | Association Business |
| 8:45 – 9:40 | From Inside the Law Factory: An Insider's Perspective on Florida's Lawmaking Process
Rob Skrob, FADMO Executive Director |
| 9:40 – 9:55 | Networking Session |
| 9:55 – 10:50 | Fighting Cyber Crime
Zack Ward, FBI Fighting Cyber Crime Task Force, Escambia County Sheriff's Office |
| 10:50 – 11:45 | Updates on RISE and Collection Allowance |
| 11:45 – 12:00 | Conference Wrap-up |