



2014 FTDTA CONFERENCE ON PROFESSIONALISM

BRINGING VALUE TO YOU, YOUR OFFICE, AND YOUR COMMUNITY

July 30th — August 1st
Sawgrass Marriott Resort, Ponte Vedra Beach, Florida

Wednesday, July 30th, 2014

- 7:30—8:30 **Registration / Continental Breakfast—Included**
- 8:30—9:00 **President’s Welcome and Association Business Meeting**
FTDTA President
- 9:00—9:40 **Official Welcome**
Cheryl Strickland, St. Johns County Clerk of Courts

Dennis Hollingsworth, St. Johns County Tax Collector

Marriott Rolls Out the Red Carpet
Andrea Smith, Director of Group Sales
- 9:40—10:00 **Networking Session**
- 10:00—10:50 **Tourism’s Impact on the Local Economy**
Richard Goldman, St. Johns County CVB
- 10:50—11:40 **Is it Taxable? (Part One)**
Board of Directors
- 11:40—12:00 **Association Business**
- 12:00—1:30 **Lunch—Included**
- 1:30—2:20 **The Latest News Concerning Marketing Florida**
Robert Skrob, Florida Association of Destination Marketing Organizations
- 2:20—3:10 **Panel Discussion: *What Would You Do?***
- 3:10—3:30 **Networking Session**
- 3:30—4:20 **Legislative Update**
Senator John E. Thrasher
- 4:20—5:00 **A Look Ahead—FTDTA President //**
FTDTA Website—Sue Sinuefield, Webmaster



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Thursday, July 31st, 2014

- 7:30—8:30 **Continental Breakfast—Included**
- 8:30—9:20 **Exercise: How to Optimize Your Networking Opportunities**
FTDTA's 2014 Board of Directors
- 9:20—9:30 **Association Business – (Membership Participation Only)**
- 9:30—10:20 **Something Interesting from an Attorney's Perspective**
Patrick McCormack, County Attorney, St. Johns County
- 10:20—10:35 **Networking Session**
- 10:35—11:25 **FDOR—RISE Program Update**
Michelle Wilson, Service Center Manager—Alachua Svc. Center
- 11:25—12:15 **Breakout Education Tracks:**
Audit/Enforcement // Collections/Enforcement
- 12:15—2:00 **Awards Banquet—Included**
Presentation of Awards
FTDTA President
- 2:00—2:50 **Breakout Education Tracks:**
Audit/Enforcement // Collections/Enforcement
- 2:50—3:40 **Brevard County Steps-up Its Enforcement Initiative**
Rob Varley, Ex. Director of Brevard County Tourism Development Council
- 3:40—4:00 **Networking Session**
- 4:00—4:50 **DYI –Single Family Rental Homes**
Frank Johnson and Joan Dehler
- 4:50—5:00 **Membership Meeting – Members only**
FTDTA President



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Friday, August 1st, 2014

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| 7:30—8:30 | Breakfast Sandwiches—Included |
| 8:30—9:20 | How to Investigate Online Classifieds and E-Commerce
Allen Atamer, LTAS Technologies |
| 9:20—10:10 | Is it <i>Taxable?</i> (Part Two)
Board of Directors |
| 10:10—10:30 | Networking Session |
| 10:30—11:20 | Working Effectively with Vacation Rental Associations
Rembert Vonk, Central Florida Vacation Rental Association |
| 11:20—12:00 | Association Business – Members only
FTDTA President |