

GFOA WOMEN @ WORK CONFERENCE AGENDA

8:30 a.m. - 2:00 p.m. May 16, 2025

Trenton County Club, 201 Sullivan Way, Ewing, New Jersey

1. **REGISTRATION, BREAKFAST, & NETWORKING 8:30 a.m. - 9:30 a.m.**

2. **WELCOME REMARKS 9:30 a.m.**

Gabriela Dos Santos, CFO, *Town of Harrison*

3. **10 LESSONS LEARNED FROM A 20-YEAR CARRER IN POLITICS, PR, & MEDIA 9:30 a.m. – 10:30 a.m.**

Hear from our keynote speaker, Jeanette Hoffman, about important career lessons she's learned during her two-decade (plus) career in New Jersey politics, public relations, and media. She'll share some interesting (and humorous) stories about her background, detail some dos and don'ts for handling the media, and will provide insight into our state and national political climate. *APPROVED: (1.0) CMFO/CCFO Office Management/Ancillary Subjects; CTC General/Secondary; CPWM Management; RMC Professional Development; QPA Office Administration/General Duties*

FEATURED SPEAKER

Jeanette Hoffman, *President, Marathon Public Affairs*

4. **NAVIGATING THE EVOLVING LANDSCAPE OF GOVERNMENT EMPLOYMENT 10:30 a.m. – 12:00 p.m.**

The landscape of government employment is evolving to reflect diverse values, expectations, and work styles. Our panelists, featuring experienced leaders holding various executive roles, will explore critical topics that are shaping the modern workplace. We will delve into how to successfully navigate generational differences in managing employees, emphasizing the balance between work-life integration, the transition to remote work in the aftermath of COVID-19 and the effective strategies to sustain productivity and morale. Additionally, we will highlight the pivotal role of the Chief Financial Officer (CFO) as a collaborative partner who bridges qualitative and quantitative aspects of personnel management. Understanding the financial implications of personnel decisions is crucial, and our panel will share insights on aligning team goals with organizational objectives. *APPROVED: (1.5) CMFO/CCFO Ethics; CTC General/Secondary; CPWM Ethics; RMC Ethics; QPA Ethics*

PANELISTS

Colleen Mahr, *Somerset County Administrator & Mayor of Fanwood*

Kathryn Hatfield, *Founding Member, Hatfield Schwartz, LLC*

Carmen Gandulla, *Director of Finance, Jersey City*

5. **LUNCHEON & NETWORKING 12:00 p.m. - 12:30 p.m.**

6. **EMBRACING CHANGE: THRIVING PROFESSIONALLY THROUGH MIDLIFE TRANSITIONS 12:30 p.m. – 2:00 p.m.**

Perimenopause/Menopause might be a natural transition, but that doesn't mean it's easy -especially at work. From night sweats before a big meeting to brain fog when you need to be at your sharpest, the struggle is real. In this engaging and informative session, Dr. Anna Barbieri will break down what's actually happening in your body, why menopause can feel like a career curveball, and how both women and workplaces can adapt. We'll talk hormone therapy, symptom management, and why menopause shouldn't be a career-limiting condition. Expect science, solutions, and maybe even a few laughs! *APPROVED: (1.5) CMFO/CCFO Office Management/Ancillary Subjects; CTC General/Secondary; CPWM Management; RMC Professional Development; QPA Office Administration/General Duties*

KEYNOTE SPEAKER

Anna Barbieri, MD, *FACOG, ABOIM, Carolyn Rowan Center for Women's Health & Wellness*

7. **CLOSING REMARKS & ADJOURN 2:00 p.m.**