

GFOAz 2024 March Training (5 CPEs)

AGENDA

8:00 AM | Registration Opens

9:00 AM | Numbers vs Human Experience – Communicating Financial Information | 1 CPE

Numbers may be your language of love, but for most people they are intimidating. How can you communicate past the figures and into the human experience? Please join us for tips and examples of ways to communicate numbers sharing GFOA's Fiscal Fluency Made Easy report. We will also discuss ways to put financial data into context and perspective as well as different approaches.

Speakers:
Erika Coombs, *Senior Vice President, Piper Sandler & Co.*
Kelly Pfost, *Budget Director, Gilbert*

10:00 AM | Employee Retirement and Financial Planning | 1 CPE

Understanding how retirement income is taxed and how planning for those taxes can help you make the most of your money.

Speaker:
Daniel Pantoja, *Personal Retirement Consultant, Nationwide*

11:00 AM | Ethical Communication in Challenging Times | 1 CPE

Ethical Communication is communicating in a way that's open, honest, respectful and clear. And while those principles are what we aspire to as leaders in local government, how do we combat outside dark forces that are clearly working against us? When citizens take to social media, chat rooms and online blogs or when certain media outlets paint "government" as the enemy of the people, our efforts to communicate, educate and engage are often thwarted. This presentation by two seasoned government communicators will help you navigate getting your message across in challenging times.

Speakers:
Fields Moseley, *Communications Director, Maricopa County*
Marnie Schubert, *Community Services Director, Queen Creek*



12:00 PM | Lunch

1:00 PM | Challenges of Recruitment and Retention/Employee Engagement and Employee Expectations | 2 CPEs

Challenges in Recruitment and Retention

Marked by a shortage of skilled labor, low unemployment and increased demands from workforce, today's employment market is the most dynamic market we have seen in decades. This session will provide an overview the employment market conditions and some strategies and best practices to address recruitment and retention.

Employee Engagement and Expectations

According to Gallup's extensive research on employee engagement, only 33% of the US workforce is engaged. We believe that maximizing engagement directly addresses the many challenges of today's workforce. This presentation will highlight best practices in driving employee engagement and meeting the increased expectations of today's workforce. The presentation will be centered on how the City of Goodyear used employee survey data to assist in developing an initiative called the Intentional Design of Goodyear's Culture that focuses on maximizing employee engagement.

Speakers:
Marie Bonell, *Human Resources Administrator, Glendale*
Lyman Locket, *Human Resources Director, Goodyear*

3:00 PM | Conclude