



Speakers:

- Michael Gossman, Deputy County Administrator, Sonoma County, CA (moderator)
- Jenni L. Logan, Treasurer/Chief Financial Officer, Lakota Local School District, OH
- David Schmiedicke, Finance Director, City of Madison, WI

Session Outline:

- 1) **Background**
 - How did I get here?
 - What do you love about your job?
- 2) **Tips/Tricks – what I wish I would have known**
- 3) **Skills that were more important than expected:**
 - Communications - internal/external
 - Relationships with governing bodies
 - Change in office culture - retirements, new hires
 - Dealing with non-financially inclined

Learning Objectives:

Key takeaways and learning objectives for this session include:

- Learn more about the 'soft' skill sets that are instrumental in helping you to become a good CFO
- Understand why being flexible in terms of your leadership style will be beneficial in creating the best performing finance function for your organization
- Become more familiar with common pitfalls and how to best avoid, or at least mitigate, any damage