
Application for Appointment to Board, Commission, Committee, Task Force or Position

Applicants appointed by the Board of Supervisors will be required to take an oath of office. All applications will be kept on file for one year from the date of application.

Public Records Act

Applications are public records that are subject to disclosure under the California Public Records Act. Information provided by the applicant is not regarded as confidential except for the addresses and phone numbers of references and the applicant's personal information including home and work addresses, phone numbers and email address.

Form 700 Conflict of Interest Code

[California Fair Political Practices Website](#)

Please note that appointees may be required by state law and county conflict of interest code to file financial disclosure statements.

Which Boards would you like to apply for?

Napa Solano Agency on Aging Advisory Council: Submitted

Category of Membership for Which You Are Applying

Napa County Representative Alternate

Profile

Gigi

First Name

Gonzales

Last Name

Middle
Initial

Email Address

Home Address

Suite or Apt

American Canyon

City

CA

State

94503

Postal Code

Which supervisorial district do you reside in? *

☒ District 5

To find your supervisorial district go to <https://www.countyofnapa.org/1334/About-the-Board>, click on "Look Up My District" and enter your address.

Primary Phone

Gigi Gonzales

Trademark Events
Employer

Contractor
Job Title

Registration & Event
Technology Project
Manager
Occupation

Education/Experience

After two decades of orchestrating complex, large-scale technology and logistics projects for the world's leading corporate brands, I am transitioning my expertise in advocacy, resource management, and problem-solving into the senior care sector as a Senior Placement Advisor. This pivot is driven by a commitment to professional excellence in elderly care, solidified by my recent attainment of the California RCFE Administrator License and my credentialing as a Certified Senior Advisor (CSA)® through the Society of Certified Senior Advisors. I now combine my rigorous project management background with specialized knowledge in senior living regulations and aging to help families navigate critical care transitions with clarity and compassion.

Name and occupation of spouse within the last 12 months, if married. (For conflict of Interest purposes)

Resume

[Resume G. Gonzales -
Napa.pdf](#)

Upload a Resume

Letter of Recommendation or Supplemental
Attachments

Professional or occupational license, date of issue, and expiration including status

Licensed RCFE Administrator 6081286740: My California license ensures I stay current on the regulatory environment governing residential care facilities. -Certified Senior Advisor (CSA)®: My certification from the Society of Certified Senior Advisors provides me with a holistic understanding of the social, health, and financial issues affecting seniors today.

References: Provide names and phone numbers of 3 individuals who are familiar with your background.

Julie Derry: ; Alison Jayne: Wendy Cook:

Community Participation

Please explain your reasons for wishing to serve and, in your opinion, how you feel you could contribute.

I wish to serve on the Advisory Council to translate my 20 years of complex project management experience and my current credentials as a Certified Senior Advisor into meaningful systemic advocacy. My goal is to ensure that our local aging services are delivered with the same clarity and integrity that I provide to my individual clients, ensuring every senior in our community can age with dignity and the support they deserve.

Nature of activity and community location

I am writing to express my strong interest in serving on the Area Agency on Aging (AAA) Advisory Council. With a career spanning over 20 years in complex project management and a recent transition into senior advocacy, I am eager to apply my professional rigor to the systemic challenges facing our aging population. My motivation to serve is rooted in three key areas: 1. Integration of Advocacy and Integrity - My current mission is to serve elders with clarity, compassion, integrity, and advocacy. While my private practice allows me to assist families on an individual basis, serving on the Council provides an opportunity to ensure these values are reflected in regional policy. I believe that integrity in senior services requires transparent communication and a commitment to protecting the most vulnerable members of our community. 2. Strategic Experience in Resource Management -Throughout my career, I have managed large-scale programs for high-tech clients such as Google, Salesforce, and Cisco. I have a proven track record of: -Budgeting and Cost Controls: Managing complex budgets and finding efficiencies that cut costs without sacrificing quality. -Data Analysis: Using pre- and post-program reporting to identify needs and plan logistical requirements effectively. -Logistical Optimization: Successfully streamlining processes—such as reducing onsite wait times—to improve the end-user experience. I intend to bring this "business-minded" approach to the Council to help maximize the impact of every dollar allocated to senior programs. 3. Specialized Technical Expertise - My transition to a Senior Placement Advisor is backed by formal credentials that allow me to contribute informed, technical perspectives to the Council's discussions

Other County Board/Commission/Committee on Which You Serve/Have Served

Registration & Event Technology Project Manager (Contractor): Managing end-to-end event logistics, mobile app development, and housing services for Trademark Events and George P. Johnson. Senior Project Manager & Team Trainer: Leading teams of up to 15 staff at Convention Management Resources, where you managed conventions for up to 50,000 attendees and achieved a 100% client retention rate. Foundational Experience: Early career roles focused on collaborative training seminars in healthcare and administrative support for nursing directors, establishing a long-standing connection to the care industry.

Public Actions that may impact Credit Rating (List all court or other public administration actions impacting your credit rating within the past ten (10) years)

None.

Electronic Signature Agreement

I meet the criteria required to serve in this position.

☒ Yes ☐ No

I declare under penalty of perjury that the foregoing is true and correct.

☒ Yes ☐ No

Please Agree with the Following Statement

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

☒ I Agree

Electronic Signature (First M. Last)

Gigi Gonzales

Date

06/25/2026

Gigi Gonzales

Registration & Event Technology Manager

SUMMARY

A highly-skilled Project Manager with over 20 years of experience in the events industry specializing in Registration and Event Technology. A proven leader of program teams offering expertise in defining, coordinating, and executing registration and technology strategies that support clients' business and event goals. Demonstrates exemplary skills as a liaison between business and technical areas to achieve on-spec project completions on time and under budget. Expert in merging customer and user needs with business requirements, budgetary restrictions, and logistical considerations to meet project deliverables.

CORE COMPETENCIES

Registration & Event Technology Project Lifecycle Management, Project Scoping, Contract Negotiation, Data Analysis, Registration Platform Implementations, Requirements Definition & Analysis, Project Scheduling, Resource Management, Team Building & Leadership, Budgeting & Cost Controls, Quality Assurance

PROFESSIONAL EXPERIENCE

Registration & Event Technology Project Manager - Contractor

Trademark Events, San Francisco, CA, January 2017 - Present

- Manage registration, housing services and mobile application for clients' conferences.
- Oversee registration for conferences from development of registration platform, providing customer service to conference attendees, onsite logistics, badging design and layout, access management, and onsite execution.
- Develop mobile application including gamification, exhibitors, speakers, networking, session scheduling, etc.
- Manage hotel contracts and attendee housing at various hotels.

Registration Project Manager - Contractor

George P. Johnson, San Carlos, CA, Jul. 2015 – February 2024

- Manage registration programs from project scoping to completion for hi-tech clients' conferences ranging from 3k to 40k attendees. Clients include Salesforce, ServiceNow, NetApp, Cisco, and Google.
- Drove project scoping and consulted on 3-5 annual client conferences on current registration and event technology trends, and best practices that meet their conference's business requirements to cut costs or improve attendee conference experience resulting in a 100% client retention rate.
- Worked closely with client leads and technology teams to build registration technology and business requirements, prepare specification documentation, assisted with platform development, performed quality control checks on registration websites, and launch various program modules.
- Led and managed project and call center teams to carry out the day-to-day pre-conference processes, client deliverables are met, and attendee issues are addressed in a timely manner.
- Provided pre-conference and post-conference reporting and data analysis to help assist overall program teams to plan onsite needs accordingly.

Gigi Gonzales

Registration & Event Technology Manager

- Prepared and coordinated onsite logistical requirements and resources, including badging, access, staffing, onsite registration area layouts, equipment, and any other needs specific to client's onsite plan.
- Successfully decreased onsite registration wait-times from 10 minutes to less than 2 minutes by adjusting staffing levels, equipment, and overall onsite logistics.
- Consulted multiple clients on adjusting access requirements and attendee types, saving clients up to \$500k on badging, counter setup, staffing, signage and onsite logistics.

Senior Registration Project Manager and Team Trainer

Convention Management Resources, San Francisco, CA, Mar. 2008 - Dec. 2014

- Managed registration programs from project scoping to completion for CMR's biggest association client conventions ranging from 5,000 to 50,000 attendees.
- Successfully managed 5 annual client programs including the development and launch of registration website, resulting in 100% client retention rate.
- Coached clients on registration best practices that apply to their respective program(s) and day-to-day operations. • Supervised registration program team of 10-15 staff, fulfilled badging requirements, executed onsite logistics, mentored and trained onsite staff, and presented post-meeting reporting analysis.
- Demonstrated high-level knowledge of CMR proprietary software applications used in managing registration programs, resulting in being awarded CMR's larger and complex programs.
- Developed and drove program timelines and technical requirements documents that ensured on-time delivery of milestones and deliverables and a smooth registration website experienced for attendees.
- Communicated with the IT and registration team to ensure client program deadlines are met and are launched on-time, even extremely short lead-times.
- Partnered with an internal program team including IT, Finance, Registration staff, and CMR Management to establish program deadlines and requirements.
- Trained and mentored new CMR staff, Registration Managers, and Coordinators on registration processes, database applications, and best practices in providing quality registration services to CMR clients, resulting in 95% approval rates given to the registration team by clients.

Registration Project Manager

George P. Johnson, San Carlos, CA, Feb. 2005 to Sept. 2007

- Managed registration process for hi-tech clients' conferences ranging from 250 to 40,000 attendees. Clients include Sun, Oracle, Intel, and Symantec.
- Partnered with IT Project Manager to scope the technical specifications for online registration forms and reporting requirements and to manage the data integrity process.
- Managed, trained, and on boarded 5-10 full-time registration staff and between 50-300 onsite temporary personnel.
- Effectively interact with audiences at all levels to facilitate and influence decision-making and problem-solving across projects, programs, and teams.

Gigi Gonzales
Registration & Event Technology Manager

- Directed business improvements and optimizations within the team as the main point of contact resulting in increased workflow efficiency by the registration team.

Collaborative Events Coordinator
Lumetra Healthcare Solutions, San Francisco, CA, January 2003 – February 2005

- Planned collaborative-style training seminars catered to professionals at Skilled Nursing and Assisted Living Facilities on improving the quality of care for nursing facility residents across California.

Administrative Assistant
Hillhaven – Sterling Senior Care, Concord, CA 1993-1995

- Assistant to Director of Nursing for the Western Regional Office
- Assistant to Executive Training Director – coordinated CEU training for professional staff.

LICENSES & CERTIFICATIONS

- California RCFE Administrator License 6081286740, February 2026
- Society of Certified Senior Advisors, March 2026

TECHNICAL SKILLS

CVENT	Microsoft Office Suite
Rainfocus	Google Suite
Swoogo	Smartsheet
Hopin	Slack
G2Planet	Asana
	Teamwork