



GOVERNMENT FINANCE OFFICERS ASSOCIATION  
**NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

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*Keynote Speakers to Highlight  
GFOA's 111th Annual Conference in Denver*

(Chicago, Illinois— May 15, 2017) Government Finance Officers Association's (GFOA) 111th Annual Conference will be held May 21–24, 2017, at the Colorado Convention Center in Denver, Colorado. The keynote speakers will be **Jim Collins**, who will speak during the opening general session on leadership, along with a panel of experts, **David Parkhurst, Paul Soglin, and Adam Atherly**, who will discuss health-care cost containment at the state and local government level for the general session on Tuesday.

**Jim Collins**, renowned author, speaker, and leadership expert, will address delegates at the opening general session of GFOA's Annual Conference on establishing a vision, building a great organization, and the leadership behaviors needed in a world beset by turbulence, disruption, uncertainty, and dramatic change.

Driven by a relentless curiosity, Jim began his research and teaching career on the faculty at Stanford Graduate School of Business, where he received the Distinguished Teaching Award in 1992. In 1995, he founded a management laboratory in Boulder, Colorado, where he conducts research and engages in Socratic dialogue with CEOs and senior leadership teams. Jim has invested a quarter century of research into the topic, understanding and helping inform leading companies, governments, and cause-driven non-profit organizations. He has authored or co-authored six books including #1 bestseller, *Good to Great*, *Good to Great and the Social Sector*, *Built to Last*, *How the Mighty Fall*, and *Great by Choice*, that have sold in total more than ten million copies worldwide.

**David Parkhurst, Paul Soglin, and Adam Atherly** will discuss how states and local governments can take steps to contain health care costs and address the significant uncertainty in the market. While the situation in Washington, DC, plays out, governments must address the challenges facing their organizations. For all governments, a critical

component of achieving long-term fiscal sustainability relies on controlling health-care spending. Speakers will discuss practical strategies can governments pursue to contain the costs of health care.

**David Parkhurst** currently serves as General Counsel for the National Governors Association, which speaks as a collective voice of our nation's governors on national policy. **Paul Soglin** is currently serving in his 20th year as Mayor of Madison, Wisconsin, serves on multiple committees and councils with the US Conference of Mayors, and was fellow at the Kennedy School of Government at Harvard University. **Adam Atherly** is Professor of Health Systems, Management, and Policy at the University of Colorado, where he studies health economics, with an emphasis on consumer decisions regarding health plan choice.

GFOA's Annual Conference unites thousands of public finance professionals to share ideas, develop technical and managerial skills, view new products, and network with peers. Participants can select from preconference training seminars, concurrent sessions, and networking sessions to customize their own educational curriculum. Sessions cover the following areas: accounting, auditing, and financial reporting; budgeting; capital planning and economic development; debt management; financial management; pension and benefit administration; and treasury and investment management.

For more information about GFOA's 111th Annual Conference, or for information about joining GFOA, please visit [www.gfoa.org](http://www.gfoa.org), e-mail [conference@gfoa.org](mailto:conference@gfoa.org), or call 312/977-9700.

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