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FOR IMMEDIATE RELEASE

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California Society of Municipal Finance Officers Concludes Another Successful Conference

SACRAMENTO, Calif. – On February 23, 2011 the California Society of Municipal Finance Officers (CSMFO) began its annual conference held at the Hyatt San Francisco Airport in Burlingame, a three-day event filled with educational courses, keynote speakers and networking opportunities for all attendees.

The 2011 conference, held Feb. 23-25, was a big success considering the economic and financial stature with which most cities and companies are currently faced, hosting over 630 government and commercial attendees this year.

Conference attendees consist of a wide array of municipal finance officers and their staff, municipal treasurers, CEOs, principals, retirees, consultants and vendors. The conference was geared toward anyone in the municipal finance or accounting profession and related private sector representatives.

This year's conference held educational courses on 'The Power of Fiscal Policies,' 'Advanced Retirement Issues for California's Public Employers,' 'Banking Relationships – Beyond Your Bank Account,' 'Sales Tax Trends and Forecasting for Your Community,' 'GFOA Best Practice Update,' 'Ethics – What Would You Do?,' 'Strategies for Today's Investment Portfolio' and much more. In addition there were four keynote speakers who addressed all attendees: John Foley, a former Blue Angel; Chris Thornberg from Beacon Economics; Mac Taylor, a Legislative Analyst for the State of California; and Michael Coleman, author of California City Finance.

"I am always impressed with the caliber of individuals serving local government, especially in the finance area. I have never met a bunch of smarter, thought-provoking, well-intended people as I have in CSMFO," said Jesus Nava, co-chair of this year's conference and finance director/treasurer for the City of Burlingame. "The conference was a great opportunity to get them all together at one time to share information. I look forward to next year."

During the CSMFO Annual Conference the proverbial gavel of the organization changes hands. At the February 22nd Board meeting, Past President Ronnie Campbell from Camarillo passed the gavel on to 2011 President Scott Johnson, director of finance for the City of San Jose. Scott's role as the 2011 President is to lead the Board of Directors and offer insight, leadership and guidance to the Society as a whole. President Johnson will also be the face of the organization for the upcoming year, representing CSMFO at events throughout the year including other statewide sister organizations and the Government Finance Officers Association (GFOA).

"It is an honor and a privilege to represent such an outstanding organization of finance professionals. I look forward to serving CSMFO by continuing our legacy in promoting excellence in financial management through innovation, continuing education and the professional development of our members," said President Scott Johnson. "I embrace the challenges we have in front of us as professional municipal finance officers, especially in these times of change and economic challenges. I was very pleased to see so many of our colleagues throughout the state at our 2011 conference and look forward to our continued innovation and success in 2011."

Founded in 1957, the California Society of Municipal Finance Officers (CSMFO) is a statewide organization dedicated to excellent in government financial management. CSMFO has over 1600 members throughout the state. Visit our website at www.csmfo.org.

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