



# Building the GFOA Network

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**W**hen I became GFOA's chief executive officer eight years ago, I made it a goal to attend every state and provincial GFOA conference. My "quest" paid off, as I was able to share resources, highlight upcoming events, and reach an audience beyond our official membership. Providing all the state and provincial organizations with subject matter expertise, resources, and access to opportunities is important to GFOA. Roughly 20 to 60 percent of GFOA members are also members of their state or provincial association, and the percentage of state and provincial members included in GFOA's membership numbers is slightly less.

Attending conferences makes it possible for us to learn more about trends, challenges, and interests from a wide range of finance professionals. It also provides opportunities to coordinate messages, to discuss ways we can work together, and to network with leaders we might not otherwise reach. It's clear that we are stronger and can better serve our members when we are working together.

GFOA is unique in its structure, as state and provincial GFOA associations are not officially licensed, authorized, or controlled by GFOA. Each one has its own bylaws and governance structure—but we all share the mission of improving government and advancing excellence in public finance.

GFOA is implementing strategies to improve the partnership, ongoing coordination, and strength of our partner network of state and provincial GFOA associations. And in addition to continued resources, speakers, subject matter expertise, and potential sponsorship in state and provincial conferences, we are excited to provide new ways to engage in 2025.

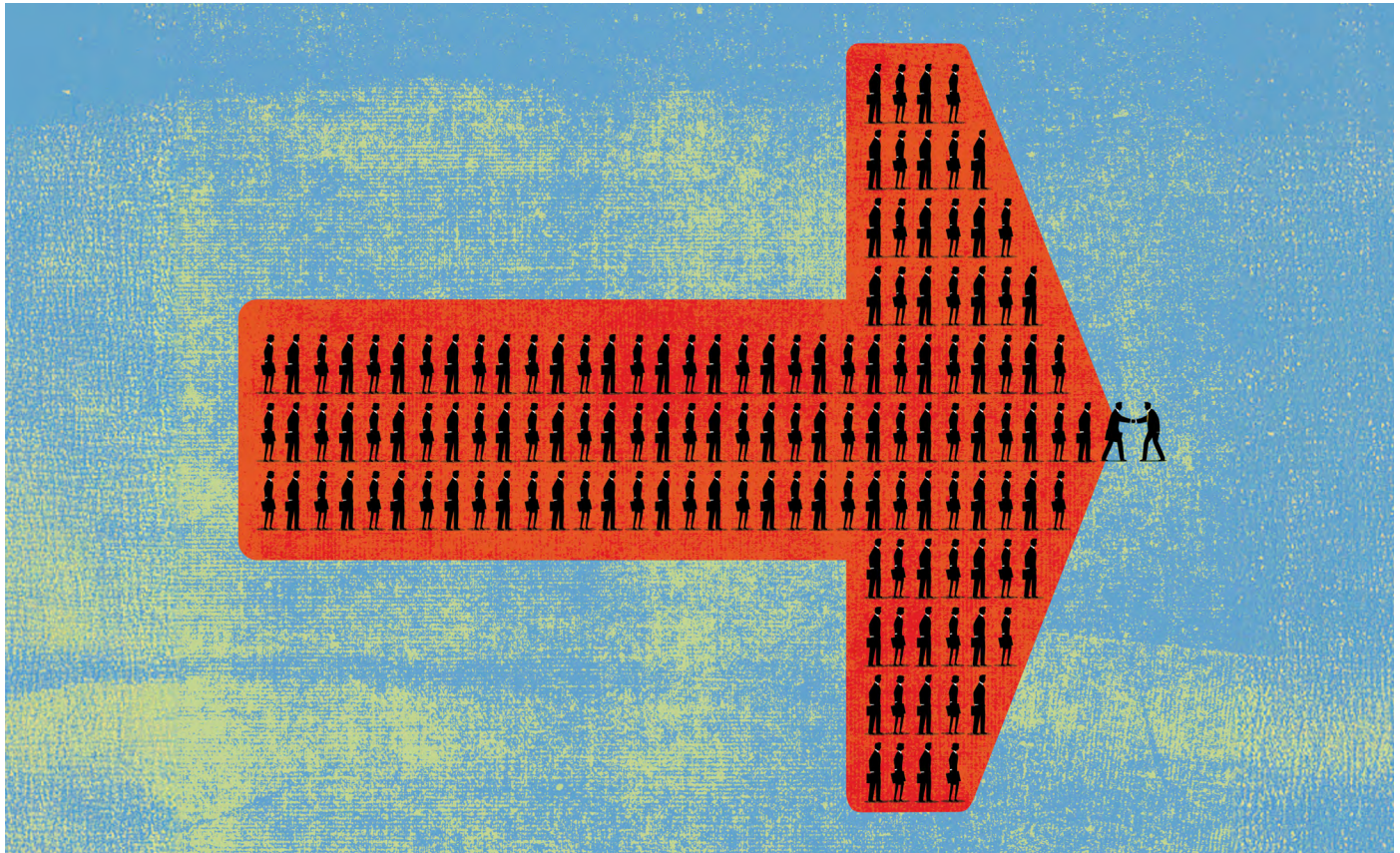
**Subject matter expertise for state and provincial conferences.** GFOA resources are available to help provide content for the educational programs at state and provincial conferences. We regularly speak on topics related to GFOA research, accounting, budgeting, capital planning, procurement, and ERP and technology. We can also provide updates on current events affecting state and local governments from a federal perspective.

Our presentations can highlight the many free resources GFOA provides, including best practices, research reports, tools, and templates.

## **Partnership for educational events.**

GFOA has identified four locations for national training in 2025—California, Colorado, Florida, and Ohio—and we'll be working with our state-level partners to plan educational content, social events, networking opportunities, and student interactions. We aim to make these training events more like "mini-conferences," providing benefits for all members in the area to encourage engagement—even if those members are not directly enrolled in the training taking place. This is an exciting new initiative that will provide new opportunities for collaboration as well as driving member engagement and membership growth for both GFOA and our state partners.

**CPFO partnership.** We are also excited to work with the Florida GFOA on GFOA's first certification partnership. As we developed the new CPFO standards, many members asked us to better coordinate with the state and professional associations



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that operated their own programs. We were interested in removing barriers for members who were interested in obtaining certifications from both GFOA and from a state GFOA association. This partnership will remove redundancy between the two programs and offer a pathway to dual certification—and we expect other state programs to follow. In addition, we are offering support for states that don't offer their own program to create one. With this model, state-level certifications would still allow for the program to cover state-specific content while also making use of GFOA's broad content, resources, administrative, and testing infrastructure.

GFOA will also be rolling out exciting new changes to our membership structure next year, providing opportunities for more people to get involved. With this more inclusive approach, we plan to offer even more programming and opportunities, in partnership with our state and provincial network. GFOA also hosts regular virtual meetings for state and provincial association leaders to better collaborate with GFOA. For more information or for questions about how you can help us build a better network, please visit [gfoa.org/state-provincial-gfoa](https://gfoa.org/state-provincial-gfoa). 

Sincerely,

*Chris*

#### GET INVOLVED

Get the latest updates about educational events, conferences and opportunities to connect with other GFOA members. [gfoa.org/events](https://gfoa.org/events)

Learn more about GFOA's CPFO program and start your certification today. [gfoa.org/cpfo](https://gfoa.org/cpfo)

Get involved with GFOA's state and provincial network and learn about new ways to engage. [gfoa.org/state-provincial-gfoa](https://gfoa.org/state-provincial-gfoa)