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**Women Presidents' Organization Announces Jim Collins As Keynote Speaker For 2007 International Conference****Good To Great Author To Address WPO**

NEW YORK – Marsha Firestone, Ph.D., president of the Women Presidents' Organization (WPO), has announced that Jim Collins, the author of national bestsellers including *Good To Great* and *Built To Last*, will be the keynote speaker at the 2007 WPO International Conference "Beyond Business As Usual: The Next 10 Years" - April 19-21 at the Westin Kierland Resort and Spa in Scottsdale, Ariz. Collins is a teacher of enduring great companies, how they grow, how they attain superior performance, and how good companies can become great companies.

He has authored or co-authored four books, including *Built To Last*, which was on the *Business Week* best seller list for more than six years. Collins' most recent book, *Good To Great*, has sold over 2.5 million hardcover copies since publication. In 2005 he published a monograph: *Good to Great and the Social Sectors*.

The 2007 International Conference encourages WPO members and potential members to share their business strategies and experiences with other successful women from across North America, as well as learn from interactive seminars and speakers.

**Related Links:**

<http://www.womenpresidentsorg.com>  
[http://kierlandresort.com/golf\\_spa/index.html](http://kierlandresort.com/golf_spa/index.html)  
<http://www.jimcollins.com/>

**News Facts:**

- Jim Collins, the author of national bestsellers including *Good To Great* and *Built To Last*, will be the keynote speaker for the Women Presidents' Organization (WPO) 2007 International Conference on "Beyond Business As Usual: The Next 10 Years" April 19-21 at the Westin Kierland Resort and Spa in Scottsdale, Ariz.
- Collins is a teacher of enduring great companies, how they grow, how they attain superior performance, and how good companies can become great companies.
- He has authored or co-authored four books, including *Built To Last*, which was on the *Business Week* best seller list for more than six years and Jim's most recent book, *Good To Great* which has sold over 2.5 million hardcover copies since publication.
- The WPO Annual Conference encourages members and potential members to share their business strategies and experiences with other successful women from across North America, as well as learn from interactive seminars and speakers.

**Quotes:**

"We are eager to have Jim Collins speak," said Marsha Firestone, Ph.D., president of the WPO. "He is a world renowned author and will be able provide our members with valuable information about their businesses."

About Women Presidents' Organization (WPO):

The Women Presidents' Organization (WPO) locally and internationally connects top women entrepreneurs at the million and multimillion-dollar level (\$2 million in gross annual sales or \$1 million for service-based business) for greater personal and professional success. In monthly meetings across the US and Canada, chapters composed of 20 accomplished women presidents from diverse industries and backgrounds invest time and energy in themselves and their businesses to drive their corporations to the next level. For more information, call 212-688-4114 or visit <http://www.womenpresidentsorg.com>.

Keywords:

Women Presidents' Organization, WPO, Marsha Firestone, Entrepreneur, International Conference, Jim Collins, *Good To Great, Built To Last*, Westin Kierland Spa, Scottsdale.

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