

FOR IMMEDIATE RELEASE

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Jim Collins to Speak at ALDA's Fall Conference

Alexandria, VA (January 12, 2017) — Jim Collins, the legendary teacher and author on leadership and what makes great companies tick, has accepted ALDA's invitation to speak at our 2017 Fall Conference in Half Moon Bay, CA.

Having invested a quarter century in researching the topic of leadership, Jim has authored or coauthored six books that together have sold more than 10 million copies worldwide. They include *Good to Great*, the #1 bestseller, which examines why some companies and leaders make the leap to superior results, along with the companion book, *Good to Great and the Social Sectors*; the enduring classic *Built to Last*, which explores how some leaders build companies that remain visionary for generations; *How the Mighty Fall*, which delves into how once-great companies can self-destruct; and most recently, *Great by Choice*, which is about thriving in chaos – why some do and others don't – and the leadership behaviors needed in a world beset by turbulence, uncertainty and dramatic change.

Jim Collins began his research and teaching career on the faculty of the Stanford Graduate School of Business, where he received the Distinguished Teaching Award. Subsequently, Jim founded a management laboratory in Boulder, Colorado, where he conducts research and engages in Socratic dialogue with CEOs and senior-leadership teams.

For more information regarding ALDA, contact Mike Duff, President, at 703-647-6214. More information regarding ALDA, its purposes, objectives and programs, and links to its members' websites can be found at www.thealda.org

Based on the Washington DC suburb of Alexandria, VA, ALDA is an industry trade association for companies that develop and supply life science, analytical and diagnostic products and services used to conduct research, drug discovery, QA/QC testing and diagnostics in a wide range of industries and applications. Major customer segments including pharmaceuticals, biotech, academic and government research, food safety and environmental testing, personalized medicine and diagnostics.

ALDA's Mission is to be an advocate for our industry and a valuable aid to our members' global business success and to their customers' advancement of healthcare, science and industrial innovation by providing meetings with strategic content, networking, global market and business intelligence, and insights on emerging technologies, markets and business strategies.