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Price County, WI, becomes another Wisconsin User of GFOA YieldAdvantage

Price County, WI, joined Winnebago, Rock and Polk Counties as well as the City of Brookfield as Wisconsin users of GFOA YieldAdvantage. The County commenced use of the Internet auction platform offered by the Government Finance Officers Association to streamline its investment process and increase yields on its funds.

On November 14, 2006, Price County used GFOA YieldAdvantage to invest \$250,000 in a 92-day certificate of deposit during a 30-minute open format auction. GFOA YieldAdvantage presented Price County with an efficient and easy to use investment technology.

GFOA YieldAdvantage is a Web-based investment auction platform offered through an alliance of the Government Finance Officers Association and Grant Street Group. Through the use of GFOA YieldAdvantage, state and local governments are able to solicit bids easily and efficiently from a larger number of financial institutions via the Internet, enhancing the investment of government funds.

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