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**NEWS RELEASE**

**For Immediate Release**

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**“SMART WOMEN, SMART MONEY”  
IDAHO EVERYWOMAN’S FINANCIAL CONFERENCE**

*Idaho Department of Finance to Sponsor and Participate in Boise Women’s Financial Conference*

**Boise, ID**—Gavin Gee, director of the Idaho Department of Finance, announced today that the department will be a sponsor of the upcoming “Smart Women, Smart Money—Idaho Everywoman’s Financial Conference” in Boise.

“We are pleased to again be a part of this valuable and fun conference offering Idaho’s women an excellent opportunity to enhance their financial knowledge and skills. Given the current economy, the timing of this conference could not be better,” Gee said.

The department is a long-time sponsor of the conference, which will be held on **Thursday, October 14<sup>th</sup> at the Boise Centre (on the Grove)**. **The conference will run from 8 a.m. to 4:30 p.m. with doors opening at 7 a.m.**

The Smart Women, Smart Money Conference, organized and hosted by **Idaho State Treasurer Ron Crane**, has become an Idaho tradition for women seeking financial education! This year’s conference is **FREE** thanks to generous donations from the Boise business community. The Smart Women, Smart Money Conference in Boise attracted more than 1,000 people last year.

This day of financial education will offer top national and local financial experts providing interactive workshops, free financial education materials, motivational presentations, resources for continuing education credits for CPAs and teachers, and free breakfast and lunch for all participants. This year, actress, entrepreneur and motivational speaker **Dawn Wells** (best known as Mary Ann on Gilligan’s Island) will be the keynote speaker.

**Anthony Polidori**, Supervising Investigator/Examiner in the department’s Consumer Finance Bureau, will present a workshop at the conference on the topic of **“Your Credit, Your Choice—Take Action and Make Informed Financial Decisions!”** Employees of the department will also staff a booth offering free financial education materials. These materials include books, brochures and pamphlets with information about the basics of saving and investing, mortgages, credit cards, credit scoring, foreclosure avoidance resources, reverse mortgages, identity theft, and avoiding investment and financial fraud. Department staff also will be available to answer questions or assist consumers.

This year’s Smart Women, Smart Money Conference is expected to once again attract more than 1,000 participants. Registration is required for this event. Registration can be done online and additional information can be viewed at [www.smartwomensmartmoney.com](http://www.smartwomensmartmoney.com).

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*Department of Finance Press Releases and other information can be found on the Internet at [finance.idaho.gov](http://finance.idaho.gov) and may be obtained by contacting the department at (208) 332-8004 or Idaho toll-free at 1-888-346-3378.*