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NEWS RELEASE

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

Idaho Department of Finance to Sponsor and Participate in Free Women’s Financial Conferences

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 and Coeur d’Alene.

“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 **Saturday, October 1st, 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 Coeur d’Alene conference will be held on Saturday, October 8th, at North Idaho College and 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 conferences are **FREE** thanks to generous donations from the Boise and Coeur d’Alene business communities. The Smart Women, Smart Money Conference in Boise attracted more than 1,100 people last year.

These conferences offering financial education will host 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, reality star **Amy Roloff** is the keynote speaker. Amy may be best known for her hit reality show “**Little People Big World**” that, for over 6 seasons of filming, tells the story of her and her family. What is most inspiring about Amy is that she has not let her own personal challenge of having achondroplasia dwarfism stop her from taking action in her life. Amy’s life experiences and story of overcoming challenges has led to appearances on Oprah, Good Morning America, Rachel Ray Show, The View, The Tonight Show with Jay Leno and others.

The topic of “**Investment Fraud and the Investing Woman**” will be presented at the Boise conference by **Coleen Hodson**, Securities Investigator in the department’s Securities Bureau, and by **Kurt Merritt**, Securities Analyst with the Securities Bureau at the Coeur d’Alene conference. Employees of the department will also staff a booth in Boise and Coeur d’Alene 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, identity theft, and avoiding investment and financial fraud. Department staff also will be available to answer questions or assist consumers.

Registration is required for this event. Registration can be done online and additional information can be viewed at 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 and may be obtained by contacting the department at (208) 332-8004 or Idaho toll-free at 1-888-346-3378.