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NEWS RELEASE

For Immediate Release

February 4, 2016

**“SMART WOMEN, SMART MONEY” FINANCIAL CONFERENCE
COMING FEBRUARY 12TH TO BOISE**

Auntie Anne’s Pretzel Entrepreneur to Keynote

Boise, ID—The Idaho Department of Finance is pleased to announce that the popular “Smart Women, Smart Money Financial Conference” will be held on **Friday, February 12th, at the Boise Centre. The conference will run from 8:00 a.m. to 4:30 p.m. with doors opening at 7 a.m.**

“We are honored to again help sponsor this valuable and well-attended conference offering Idaho’s women an excellent opportunity to increase their financial knowledge and skills,” Gavin Gee, Director of the Department of Finance said. “In our daily work at the department, we witness firsthand the critical need for enhanced financial education and urge women to participate,” Gee said.

The Smart Women, Smart Money Financial 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 Idaho business community and other sponsors, including the Department of Finance. Last year, the Smart Women, Smart Money Conference in Boise attracted more than 1,600 people.

The conference will host top national and local financial experts providing interactive workshops, **free** financial education materials, motivational presentations, and resources for continuing education credits for CPAs and teachers, as well as free breakfast and lunch for all participants. This year, **Anne Beiler** is the keynote speaker for the Boise conference. Anne Beiler began twisting pretzels in 1987 to support her husband’s vision to offer free counseling services in their community. What began as a single farmer’s market stand grew into **Auntie Anne’s Inc.**, the world’s largest hand rolled soft pretzel franchise with over 1,700 locations worldwide. Anne is among an elite group of women that have founded national companies in America, and is one of an even smaller number that have owned an international franchise company. She was named one of America’s 500 women entrepreneurs by Working Women and Entrepreneur of the Year by Inc. Magazine. Anne’s Entrepreneurial insights and personal story have been featured on national television shows including Secret Millionaire, The Oprah Winfrey Show, Good Morning America, ANDERSON, The 700 Club, and The Joyce Meyers Show. She has been featured in Fortune Magazine, Guidepost, Nation’s Restaurant News and Christianity Today. Anne has also received honorary doctorates from Eastern College and Elizabethtown College. In 2005, Anne sold Auntie Anne’s and authored Twist of Faith, a revealing look at the inner workings of her life while building an international corporation. Today, she is a highly sought after public speaker inspiring audiences around the world. She lives in Texas with her husband Jonas.

The topic of **“Swinging from the Fences: Your Financial Professional is Critical to Your Investment Success!”** will be presented by **Kurt Merritt**, a Securities Analyst with the department’s Securities Bureau. Also, the topic of **“Your Credit Report: A Self-Portrait of Your Financial Health”** will be presented by **Anthony Polidori**, Supervising Examiner and Investigator in the department’s Consumer Finance Bureau. Employees of the department will also staff a booth in Boise offering **free** financial education materials. These materials include books, brochures and pamphlets with information about the basics of saving and investing, mortgage servicing, credit cards, including recent information on the new “EMV” chip credit and debit cards, credit scoring, foreclosure avoidance resources, combating cyber fraud and 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.



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.