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NEWS RELEASE

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**“SMART WOMEN, SMART MONEY” FINANCIAL CONFERENCE
COMING TO BOISE ON FEBRUARY 17TH**

Jessie and Kelly Cottle, United States Marine Corps Combat Survivor 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 17th, at the Boise Centre**. **The conference will run from 8 a.m. to 4:30 p.m. with doors opening at 7 a.m.**

The department is again honored to help sponsor this valuable and well-attended conference offering Idaho’s women an excellent opportunity to increase their financial knowledge and skills. In its daily work, the department witnesses firsthand the critical need for enhanced financial education and urges women to participate.

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, **Jessie and Kelly Cottle** will be the keynote speakers for the Boise conference. Jesse Cottle was a Staff Sergeant in the United States Marine Corps. In July 2009, during his fourth combat deployment, he stepped on an undetected IED and lost both of his legs to the explosion. During his recovery in San Diego, he met Kelly, a former Boise State University swimmer, and the two were married in August 2012. A year later a photo of the couple went viral and they were able to share their story with the world. Their hope now is to continue sharing their story and using their own challenges to encourage others who might need it.

The topic of **“Investment Fraud for Beginners”** will be presented by **Nancy Ax**, a securities analyst with the department’s Securities Bureau. The topic of **“Navigating Consumer Credit and Mortgage Lending”** will be presented by **Anthony Polidori**, supervising examiner and investigator in the department’s Consumer Finance Bureau. Department employees also will staff a booth offering **free** financial education materials. The materials include books, brochures and pamphlets with information about the basics of saving and investing, mortgage servicing and origination, credit cards, basic information related to “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.