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NEWS RELEASE

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**“SMART WOMEN, SMART MONEY” FINANCIAL CONFERENCE
COMING FEBRUARY 16TH TO BOISE**

Keynote Speaker

Candace Payne (Chewbacca Mom)
Author, Speaker & Viral Sensation

Boise, ID—The 2018 Smart Women, Smart Money Financial Conference will be held **Friday at the Boise Centre**. The conference begins at 8 a.m. and concludes at 4:30 p.m. Doors will be open for registration from 7-8 a.m. Attendees can choose from an excellent lineup of financial experts and enjoy free breakfast and lunch.

“The Department of Finance is always honored to sponsor this well-attended conference,” Director Gavin Gee said, citing the opportunity for women from all walks of life to learn new financial skills, refresh their financial savvy, and increase their knowledge. “My staff witnesses firsthand the critical need for enhanced financial education and we urge all women – no matter what their knowledge base – to participate in this valuable educational event.”

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. The 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 nearly 1,600 participants.

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, Candace Payne an author, speaker, and viral sensation whose video of trying on a Chewbacca mask became the most-viewed Facebook Live video to date, will share her message of joy and laughter. Payne, who is the author of “Laugh It Up: Embrace Freedom and Experience Defiant Joy,” and the small-group curriculum, “Defiant Joy: What Happens When You’re Full Of It,” delivers a robust presentation to audiences that include women’s groups, churches, festivals, conferences, and organizations around the country.

The Department of Finance’s speaker this year is **Anthony Polidori**, supervising examiner and investigator in the agency’s Consumer Finance Bureau. Anthony will present a mortgage-based presentation entitled: **Mortgage and Credit Fraud: Scams and FlimFlams**. Employees of the Department of Finance also will staff a booth offering **free** financial education materials. These 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 credit scoring, protecting personal information, combating cyber fraud and identity theft, and avoiding investment and financial fraud. Department staff also will be available to answer questions and assist consumers.

Registration, required for this event, is available online at www.smartwomensmartmoney.com. Additional Smart Women, Smart Money conference information can also be accessed on the website.

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Department of Finance Press Releases and other information can be found on the Internet at www.finance.idaho.gov and may also be obtained by contacting the department at (208) 332-8000 or Idaho toll-free at 1-888-346-3378.