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NEWS RELEASE

FOR IMMEDIATE RELEASE

April 1, 2001

IDAHO JOINS NATIONAL INVESTOR ED CAMPAIGN IN APRIL

BOISE, IDAHO, April 1, 2001 – Joining state securities regulators from Hawaii to Maine, Idaho is kicking off an investor education campaign in the month of April aimed at raising financial IQs and helping residents recognize and avoid securities fraud.

As part of the fourth annual Facts on Saving and Investing Campaign, representatives from the Idaho Department of Finance will be visiting schools, issuing tips for investors, and distributing educational materials including “How to Check Out Your Stockbroker or Brokerage Firm”. The Department will also be publicizing the “Ball Park Estimate,” a retirement planning tool available on the web at www.asec.org/bpk-comp.

“The goal of this campaign is to help investors understand their financial needs and help them develop a comprehensive strategy for meeting them,” said Gavin Gee, Director, Idaho Department of Finance. “Stock market volatility has people looking for somewhere ‘safe’ to put their money. But many people are expecting the sort of double-digit returns they saw over the last decade in the stock market. Con artists know this, so they promise high returns with low risk. Investors should continually remind themselves that risk and return almost always go together,” Gee said.

During the month-long effort, state securities regulators will join a broad-based coalition of consumer groups, industry representatives and regulators to focus on youth financial literacy, ways to guard against fraud and how to prepare for retirement.

While volumes of investment expertise are now available at the click of a mouse, state securities regulators remain investors’ first line of defense against fraud. They investigate complaints, bring enforcement actions, register brokers and educate investors at the grass-roots level.

Stock price manipulation schemes, fraudulent foreign currency trading programs and bogus promissory notes are among the problematic investments reported by state regulators.

National media events, including an April 23 panel at the National Press Club on elder financial abuse, will be coordinated by the North American Securities Administrators Association, which represents securities regulators in the 50 U.S. States, the District of Columbia, Canada, Mexico and Puerto Rico.

FOR MORE INFO ON STATE ACTIVITIES, CONTACT

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