



BRAD LITTLE  
Governor

SALVADOR CRUZ  
Director

Contact: Kellie Davis  
Program Specialist, Consumer Affairs  
(208) 332- 8096  
Kellie.Davis@finance.idaho.gov

## NEWS RELEASE

FOR IMMEDIATE RELEASE

January 12, 2026

### Savvy Women and Money Financial Education Conference Returns February 2<sup>nd</sup>

*Liza Roeser, founder of FiftyFlowers to Keynote*

**Boise, Idaho-** The Idaho Department of Finance (IDOF) is proud to continue its support of the Savvy Women & Money Conference, taking place **Monday, February 2, 2026**, from **7:30 a.m. to 4:30 p.m. at the Boise Centre**. This free, full-day event will feature exciting speakers and a diverse lineup of breakout sessions designed to help attendees strengthen their financial knowledge and confidence. Registration is required and includes lunch and light refreshments. Additional information, including registration information, can be found online at [www.swsmid.org](http://www.swsmid.org).

“Helping Idaho women gain the knowledge and confidence to make informed financial decisions is truly important to us. This conference is a meaningful chance to support women wherever they are in their financial journey,” said Director Salvador Cruz of the Idaho Department of Finance.

Savvy Women & Money is dedicated to empowering women to take charge of their financial futures by offering practical tools, expert insights, and a supportive community. This year’s keynote speaker, **Liza Roeser**, is the founder of FiftyFlowers, a leading online floral retailer delivering farm-fresh flowers nationwide. Liza discovered her passion for the floral industry while serving in the Peace Corps in Ecuador and has since grown her startup into a multimillion-dollar business. Known for her focus on possibility rather than fear, she continues to mentor women pursuing their own entrepreneurial goals. Her keynote presentation will inspire attendees to pursue their ambitions with confidence.

**Credit, Collections, and Comebacks: A Survival Guide for Women in Debt** will be covered in a breakout session with **Sydney Lambeth**, a Financial Examiner/Investigator in the Debt Services program at IDOF. IDOF staff will be present to engage with attendees, answer questions, and share financial literacy materials at its vendor booth.

\*\*\*\*\*

### About the Idaho Department of Finance

The Idaho Department of Finance has regulated financial services in Idaho since 1905. Its mission is to safeguard the financial health of Idahoans through the appropriate oversight of diverse financial institutions, the education and protection of consumers, and by fostering sensible innovation in the financial services market. For more information, please visit [finance.idaho.gov](http://finance.idaho.gov) or email [finance@finance.idaho.gov](mailto:finance@finance.idaho.gov)