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NEWS RELEASE

FOR IMMEDIATE RELEASE

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Inaugural North Idaho Women and Their Money Conference Taking Place in Coeur d'Alene on June 9th

Boise, Idaho- The Idaho Department of Finance (IDOF) is thrilled to announce its support of the inaugural **North Idaho Women and Their Money Conference** taking place on Monday, June 9th, 2025, from 7:45 a.m. to 5:00 p.m. on the campus of North Idaho College. This free, day-long conference is designed to empower women by strengthening their financial literacy and confidence to build a solid financial future.

"The Idaho Department of Finance is proud to support the North Idaho Women and Their Money Conference. This important inaugural event provides a valuable opportunity to reach more women across the state to build financial knowledge, strengthen financial literacy, and gain confidence in managing finances," said Director Patti Perkins of the Idaho Department of Finance.

The **North Idaho Women and Their Money Conference** will feature expert-led sessions covering a wide range of financial topics, including investing, mortgage planning, healthcare finances, credit and debt management, financial goal setting, and more. These sessions will offer relevant insights and real-world strategies for achieving financial stability and success. Additionally, over twenty \$1,000 scholarships to North Idaho College will be awarded at the conference. Attendees indicate their interest in entering the scholarship drawing when they register for the conference.

The keynote address will be delivered by Ellen Rogin, New York Times best-selling author of ***Picture Your Prosperity*** and the Amazon best-seller ***Messages from Money: How to Stress Less, Prosper More, and Reshape Your Relationship with Money***. A former financial advisor and renowned speaker, Ellen will share thought-provoking ideas on shifting money mindsets to increase financial confidence. With a passion for empowering women to take charge of their financial futures, Ellen will offer practical advice and inspirational insight, which will help attendees build a deeper and healthier relationship with their money.

The Department will be an exhibitor at the event and will offer free financial educational materials to conference attendees. Staff will also be available to answer questions and assist consumers. Additional information, including registration, can be found online at <https://northidahowomenandtheirmoney.com/>.

Consumers can obtain information about financial firms, professionals, or products, as well as view more Department press releases and other information on the Internet at <http://finance.idaho.gov> or by contacting the Department at (208) 332-8000 or Idaho toll-free at 1-888-346-3378.