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**NEWS RELEASE**

**For Immediate Release**

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## **IDAHO SMART WOMEN, SMART MONEY CONFERENCE COMES TO MOSCOW**

### *Idaho Department of Finance to Sponsor and Participate in Free Women's Financial Conference*

**Boise, ID**—The Idaho Department of Finance announced today that it will be a sponsor of the upcoming “Smart Women, Smart Money Conference” in Moscow. The conference will be held on **Friday, September 29th, at the University of Idaho, Pittman Center and will run from 8 a.m. to 4:30 p.m. with doors opening at 7 a.m.**

The Department is pleased to again be a part of this valuable and fun conference offering Idaho's women an excellent opportunity to increase their financial knowledge and skills. While Idaho's economy is robust, the ever-evolving financial products and planning landscape makes this an opportune time to participate in this popular conference.

The Smart Women, Smart Money Conference, organized and hosted by **Idaho State Treasurer Ron Crane**, has become an Idaho tradition for women seeking financial education. This conference is **FREE** thanks to generous donations from the Idaho and Washington business communities and other sponsors, including the Idaho Department of Finance.

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. It also includes a **free breakfast and lunch** for all participants.

This year, **Jesse and Kelly Cottle** are the keynote speakers for the Moscow 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 swimmer, and the two were married in August 2012. A year later, a photo of the couple went viral online and they were able to share their story with the world. Their hope now is to continue sharing their story and their own challenges to encourage others who might need it.

The topic of “**Robo Advisers—Passing Fancy or Financial Revolution**” will be presented by **Kurt Merritt**, securities analyst with the Department of Finance's Securities Bureau. **Dan Kline**, examiner/investigator in the department's Consumer Finance Bureau, will present “**Mortgage 101: Processes and Pitfalls!**” Department employees 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, mortgages, credit cards, credit scoring, foreclosure avoidance resources, identity theft, payday loan borrower's rights and remedies, online investing fraud and avoiding investment and financial fraud. Department staff also will be available to answer questions or assist consumers.

Registration, required for this event, can be completed online and additional information can be viewed at [www.smartwomensmartmoney.com](http://www.smartwomensmartmoney.com).

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*Department of Finance Press Releases and other information can be found on the Internet at [finance.idaho.gov](http://finance.idaho.gov) and may be obtained by contacting the department at (208) 332-8004 or Idaho toll-free at 1-888-346-3378.*