



Contact:  
Patricia Highley  
Education Outreach Coordinator  
Securities Bureau  
(208) 332-8077

**NEWS RELEASE**

**For Immediate Release**

**September 22, 2014**

**GOVERNOR AND FIRST LADY OTTER TO SPEAK AT THE  
"SMART WOMEN, SMART MONEY"  
IDAHO EVERYWOMAN'S FINANCIAL CONFERENCE IN MOSCOW**

*Show Business Legend Patty Duke to Keynote Conference on September 25<sup>th</sup>*

**Boise, ID**—Governor C.L. "Butch" Otter and First Lady Lori Otter, long-time advocates of many financial education initiatives, will speak at the upcoming "Smart Women, Smart Money—Idaho Everywoman's Financial Conference" in Moscow. The conference will be held on **Thursday, September 25th, at the Best Western University Inn and will run from 8 a.m. to 4:30 p.m. with doors opening at 7 a.m.**

"Ms. Lori and I are pleased to participate in this valuable and popular conference offering Idaho's women an excellent opportunity to increase their financial knowledge and skills," Governor Otter said. First Lady Otter added, "Based on my experience as a teacher and my numerous opportunities to support the importance of education throughout Idaho – including financial education – we urge women to participate in this excellent learning opportunity."

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, resources for continuing education credits for CPAs and teachers, and free breakfast and lunch for all participants. This year, **Patty Duke** is the keynote speaker for the Moscow conference. Patty Duke is a true show business legend. Her career has spanned six decades and she continues to thrive long after many of her contemporaries have retired. Ms. Duke has conquered Broadway, film and television. At 66 years old, she is still very eager to play roles encompassing the aging process. In 2011 Ms. Duke directed a tremendous hit of the stage version of the *Miracle Worker* in Spokane at the Interplayers Theater. She continues to travel the country to speak about mental illness and is proud to be the Social Security lady, by promoting the social Security Administration through PSAs. Today she makes her home in northern Idaho with husband Michael Pearce and son Kevin.

The topic of "**Investment Fraud and the Investing Woman**" will be presented by **Coleen Hodson**, investigator with the Department of Finance's Securities Bureau. Employees of the department 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 is required for this event. Registration can be done online and additional information can be viewed at [www.smartwomensmartmoney.com](http://www.smartwomensmartmoney.com).

◆◆◆

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.