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NEWS RELEASE

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**“SMART WOMEN, SMART MONEY” FINANCIAL CONFERENCE COMING TO
MOSCOW SEPTEMBER 23RD**

Auntie Anne’s Pretzel Entrepreneur to Keynote

Boise, ID—Gavin Gee, director of the Idaho Department of Finance, announced today that the department will be a sponsor of the upcoming “Smart Women, Smart Money Conference” in Moscow.

The department is a long-time sponsor of the conference, which will be held on **Friday, September 23rd, at the University of Idaho Pitman Center - Student Union Building. The conference will run from 8 a.m. to 4:30 p.m. with doors opening at 7 a.m.**

“We are 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 improving, the uncertainty and challenges in the broader economy create an opportune time to participate in this popular conference,” said Gee.

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.

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, **Anne Beiler of Auntie Anne’s Pretzels** is the keynote speaker for the Moscow conference. Anne Beiler began twisting pretzels in 1987 to support her husband’s vision to offer free counseling services in their community. Auntie Anne’s Inc., grew into the world’s largest hand rolled soft pretzel franchise with over 1,700 locations worldwide. She was named one of America’s 500 women entrepreneurs by Working Women and Entrepreneur of the Year by Inc. magazine. Anne’s Entrepreneurial insights and personal story have been featured on national television shows including Secret Millionaire, The Oprah Winfrey Show, Good Morning America, ANDERSON, The 700 Club, and The Joyce Meyers Show. She has been featured in Fortune Magazine, Guidepost, Nation’s Restaurant News and Christianity Today. Anne has also received honorary doctorates from Eastern College and Elizabethtown College.

The topic of “**True Lies-The Psychology of Investment Fraud**” will be presented by **Coleen Hodson**, Supervising Investigator with the Department’s Securities Bureau. **Erin Van Engelen, Consumer Credit Examiner/Investigator** with the department will present “**The Road to Good Credit Starts in Your Driveway.**” Employees of the department will also staff a booth in Moscow 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, 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.

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