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NEWS RELEASE

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**“SMART WOMEN, SMART MONEY” FINANCIAL CONFERENCE
COMING FEBRUARY 15TH TO BOISE**

Tamika Catchings Former WNBA Player and Olympian to Keynote

Boise, ID—The Idaho Department of Finance is pleased to announce that the popular “Smart Women, Smart Money Conference” will be held on **Friday, February 15th, at the Boise Centre. The conference will run from 8:00 a.m. to 4:30 p.m. with doors opening at 7 a.m.**

“We are honored to again help sponsor this valuable and well-attended conference offering Idaho’s women an excellent opportunity to increase their financial knowledge and skills,” said Mary Hughes, Acting Director of the Department of Finance. “In our daily work at the department, we witness firsthand the critical need for enhanced financial education and urge women to participate,” Hughes said.

The Smart Women, Smart Money Conference sponsored by the State Financial Officers Foundation, provides women of diverse ages and circumstances with the necessary information and tools to take control of their financial lives. The message of these one-day conferences is that it is never too early, or too late to learn about finances. As in prior years, this year’s conference is **FREE** thanks to generous donations from the Idaho business community and other sponsors, including the Department of Finance. Last year, the Smart Women, Smart Money Conference in Boise attracted more than 1,600 people.

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**, as well as free breakfast and lunch for all participants.

Tamika Catchings will be the keynote speaker for the Boise conference. The Indiana Fever’s “do-everything” forward completed 16 seasons in the WNBA. Her naming as recipient of the very first ESPN Humanitarian Award in 2015 and a 14-year run of community service by her Catch The Stars Foundation are testament to her impactful work on and off the court.

Since retirement, she serves as director of player programs and franchise development with Pacers Sports & Entertainment, a post that keeps her engaged working with all three Pacers franchises: the Indiana Pacers, Indiana Fever and Ft. Wayne Mad Ants. She serves on a developmental committee with USA Basketball. She also serves as an ESPN Women’s College Basketball Analyst.

In March 2016, Catchings released an autobiographical story, *Catch A Star: Shining through Adversity to Become a Champion*, sharing her story of overcoming hearing loss, separation from family, high expectations and the pain of debilitating physical injuries. She reached for the stars with hard work, perseverance and her faith in God.

The topic of “**Investment Scams and Swindles**” will be presented by **Jennifer Biretz**, Supervising Investigator with the department’s Securities Bureau. Employees of the department will also staff a booth in Boise offering **free** financial education materials. These materials include books, brochures and pamphlets with information about the basics of saving and investing, mortgage servicing and origination, credit cards, credit scoring, foreclosure avoidance resources, combating cyber fraud and identity theft, and avoiding investment and financial fraud. Department staff 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.



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