

For Immediate Release

PRESS RELEASE

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State Financial Officers Foundation (SFOF) Announces Plan to Bring “Smart Women Smart Money” Events to a National Audience

(BOISE, ID) – The State Financial Officers Foundation, a national organization dedicated to serving state treasurers and other financial officers and promoting sound financial management and financial education, is pleased to announce a new initiative to replicate Idaho’s Smart Women Smart Money events across the country.

“The Smart Women Smart Money message that it is never too late, or too early, to learn about finances is true not just in Idaho. It’s true everywhere. For years, SFOF treasurers wanted to replicate the success Idaho Treasurer Ron Crane helped create in his state. We’re thrilled they’ll have an opportunity to continue Idaho’s success and build on it across the country,” Kreifels said.

Under the agreement with Smart Women Smart Money, Inc., SFOF will assume financial responsibility for the event and will continue to fund the key personnel and logistical supports that are key to the success of the conference. SFOF will also continue to ensure that women are allowed to attend the event free of charge so cost will never be a barrier to participation.

“The events you’ve known and loved won’t change,” Kreifels said. “What will change is more women get to experience these events across the country. Thanks to Idaho’s leadership, more women across America will experience the freedom, security and peace of mind that comes from financial education,” Kreifels said.

Nampa resident LeAnn Sullivan has been hired effective January 2019 by SFOF to serve as the Director of Financial Education. Sullivan has served as Executive Director for the Smart Women Smart Money events in Idaho for the past 13 years.

“We are thrilled to have LeAnn join the SFOF team. We appreciate that LeAnn has served as Executive Director of Smart Women Smart Money and are excited to have her help take the Idaho conference to states across the country,” Kreifels said.

Idaho Treasurer Ron Crane, the former National Chair of SFOF, applauded the move.

“In Idaho, it has been a thrill to see thousands of women from all backgrounds discover the freedom and security that comes from financial literacy. I can’t think of a better organization to help bring this model to a national audience than SFOF,” Crane said.

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