

Beacon Hill Byline by Mary Rogeness

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A Boston opportunity for Everywoman

You may have heard of Everywoman's Money Conference, a catchy name that describes an exciting upcoming event. Today's Byline is a description of the event and an invitation to all women to consider making a day trip to Boston.

I know that a trip to Boston for a meeting means an early departure from Western Massachusetts, but the benefits of the Saturday, Oct. 2 session merit your serious consideration. Treasurer Shannon O'Brien is sponsoring the state's first financial education conference for women. The first 1,000 women to sign up will attend the full day of activities geared toward providing a financially secure future. The program will be held at the Sheraton Hotel.

The first financial benefit of the day is that it is free. For no cost beyond that of arranging transportation to Boston, attendees will hear keynotes from television journalist Linda Ellerbee and Money Magazine Editor and Today Show contributor Jean Chatzky. Other financial benefits will come from the hands-on sessions with local financial experts and practical advice on aspects of money management from investment strategy to retirement planning.

The program follows successful seminars sponsored by state officials in Ohio and other states. It has been developed in partnership with the national non-profit organization that is appropriately named Project Greenpurse. It offers a practical response to the gender gap that exists concerning family finances. It is a fact that our financial decision making is often left to the man of the house, leaving women unprepared to assume the tasks when family circumstances change. Women, as a rule, live longer than men and have lower pensions, meaning that we should prepare early for financial responsibilities.

O'Brien is the host of the conference. Sponsors include the U.S. Department of Labor, Citizens Bank, the Boston Herald and Paine Webber, as well as other businesses. No state money is involved.

O'Brien has promised to work on a conference in our part of Massachusetts once the Boston event has proven itself. If you can add to the success of the premiere of Everywoman's Money Conference by attending, call 1-888-867-9377 or send an e-mail tocnfmc@aol.com. Then let me know what you think of the day.