

FOR IMMEDIATE RELEASE
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FINANCIAL EMPOWERMENT CONVENTION 2025
Fusing Finances with Fun:
A Customized Financial Literacy Event for All in These Uncertain Times
Syracuse, April 12, 2025



SYRACUSE, New York – Strategic Resources Management is proud to announce its [Financial Empowerment Convention](#) this spring in Syracuse. Sponsored by M&T Bank, the convention will introduce a fun aspect of financial literacy that is open to all. It aims to provide diverse financial literacy topics tailored to various affinity groups including veterans, retirees and seniors, college-age students and young adults, working professionals, entrepreneurs and business owners, the middle class, and low-to-moderate-income individuals.

FINANCIAL EMPOWERMENT CONVENTION 2025

Date: Saturday, April 12, 2025

Location: The Oncenter, South State Street

Time: 8 AM – 5:30 PM (concluding with “Financial Fest,” an Indoor Block/Dance Party from 6-9 PM)

Ticket Price: \$75 (ticket prices increase to \$80 after March 15th)

Website: <http://www.financialempowermentsummit.org>

Registration: <https://2025financialempowerment.sched.com/>

“What makes me most excited about this convention is that it is 360 degrees of financial literacy with a fun twist,” said Financial Empowerment Convention Executive Producer Me’Shae Rolling. “We were very strategic about the planning – ensuring that there would be valuable information for people of various ages, professions, and stages in life as they walk away celebrating their financial journey. Registrants can even start building their own schedules for that day prior to the event.”

Rolling, who is a serial entrepreneur, a Certified Financial Literacy Educator, and the author of *How to Save Money & Organize Your Finances* as well as a proprietary course handbook on financial literacy, said the event features over 30 [breakout sessions](#) and over 80 [speakers & presenters](#), exhibitors and vendors from the Central New York and Upstate New York communities, including leaders from New York City, Albany, Rochester and Buffalo. Congressman John Mannion, Assemblymember Pamela J. Hunter, Onondaga County Executive Ryan McMahon, and Deputy Mayor Sharon Owens will provide welcome and opening remarks.

The communitywide debut of the Financial Empowerment Conference was held virtually in 2021, a year after the cancellation of the 2020 Financial Empowerment Conference due to the worldwide pandemic. This virtual Financial Empowerment Conference was a 2022 recipient of the Anthem Award, a worldwide award celebrating purpose and mission-driven work.

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This scaled-up, in-person version of the virtual conference not only provides attendees with the chance to see familiar faces but also creates opportunities for meaningful networking. By focusing on local talent and businesses, the event contributes to strengthening the community and ensuring that resources remain within our region. The convention will focus on collaboration among community partners working in anti-poverty programs to address various financial challenges, such as the Home HeadQuarters, Inc. Financial Empowerment Center.

Core topics on budgeting, credit card debt management, credit reports, identity theft, health and wellness, and philanthropy will be featured, as well as the following customized financial literacy tracks:

- College students facing student loan debt
- Working professionals who need to plan for retirement and estate planning
- Seniors who are the target of fraud and financial abuse
- Entrepreneurs in their continual quest for access to capital
- The middle class who are entangled in debt but aspire to wealth and philanthropy
- Underbanked low-to-moderate income individuals who dream of becoming middle-class

“We feel strongly about giving people the tools they need to understand their finances and how to manage them. This convention has enough rich content for the attendees to get what they need out of it, enjoy themselves, and network with like-minded professionals and local vendors,” said Rolling. Recognizing that April is “Financial Literacy Month,” Rolling added that attending this financial empowerment convention can be a transformative experience for anyone looking to enhance their financial literacy and personal wealth.

Other sponsors and supporters include Syracuse University’s Lender Center for Social Justice, Brackens Financial Solutions Network, The Gifford Foundation, Visions Federal Credit Union, Wegmans, Community Bank, and KeyBank.

To purchase tickets, visit [Financial Empowerment Convention](#). For more information or to schedule an interview with Me’Shae Rolling, email Nikita Jankowski at nikita@belesai.com or call/text (315) 706-4443.

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About Strategic Resource Management Corporation

Strategic Resources Management is a 501(c)3 organization established in 2016. SRM Corp. harnesses human and social capital, information, and financial literacy education to help people become economically self-sufficient and achieve upward socioeconomic mobility. The definition of poverty is lack of resources, and SRM’s mission statement is to coach low-to-moderate income individuals on how to strategically manage their resources: maximize their time, steward their money, leverage human/social capital, and utilize information in a way that aligns their goals, knowledge and efforts with their personal vision statements and business plans.