

The Direction of Success

CSA Summit 2009: Education You Need Now



Learn Today, Use Tomorrow - High-quality education that puts you on the road to success. If you're working with seniors, you can't afford to miss this ground-breaking and dynamic one day Summit on October 30th 2009.





At the CSA Summit, we supply all the tools you need - with one click of a mouse.

Wouldn't it be if great if you attended conferences where you learned a lot during the seminars and then when you left, you had tons of supportive resources to help you implement all you learned? If you answered yes, then the CSA Summit 2009 is your answer! Our speakers are offering a total of **over 20 bonus resources** to you! These include white papers, articles, tips, checklists, and more. Don't miss out on all these valuable resources available only to Summit attendees.

Want CSA CE Credit?

Yes! **The CSA Summit is worth 6 CSA CE credits** both online and in person. Sign up and attend or watch to earn 6 of the 18 credits required every three years. This CE does NOT apply towards the required ethics CE.



Attend Live to Maximize Your Interaction

The art of selling, the science of aging and the camaraderie of networking with the top CSAs in the country.

- Proven strategies you can use to build your own business
- New solutions and information to help you find success
- Shared best practices across organizations and industries
- The best educational sessions available anywhere in senior services
- Outstanding speakers who bring powerful solutions and tools
- Extraordinary networking opportunities with your fellow CSAs.

The Red Lion Denver Southeast is conveniently located in Aurora, Colorado, only a short, free shuttle ride from the Denver International Airport. With newly renovated sleeping rooms, a large pool, workout facility and workstations in each room this hotel is comfortable and convenient. **Take advantage of the CSA Summit rate of \$99/night** by going to www.redlion.com or calling 1-800-RedLion by October 15, 2009. Lunch is included in the registration price and will include a buffet of choices.

Are you looking for a way to really set your business apart and gain new clients? Do you need more information on how to better serve the clients you have? Every professional working with seniors should be checking out this year's ground-breaking and dynamic one-day CSA Summit.

Sign up now at www.csa.us/CSASummit.aspx

Attend Online for Your Convenience

The CSA Summit let's you learn from a conference full of experts without the expense of travel. Watch it live via the web from the comfort of your own home or office – when you want, where you want. If you're busy at the time of the event, no problem! All presentations will be recorded and available online shortly after the Summit concludes.

When you register, you'll be sent the access information. Then on October 30th, all you need to do is go to the special webpage to watch online. It's that simple!

The best part of this option: no matter how busy your schedule is, you'll still be able to learn from all the experts.



Each one of the CSA Summit speakers were chosen because they can help you with issues critical to your success. They're experts in their fields and you can't afford to miss this amazing line-up! Sign up today at www.csa.us



What Do You Learn?

You spoke, we listened. In a survey conducted earlier this year, CSAs told us they needed more information in two areas: growing their business and current aging issues. So we separated the Summit education into two specific tracks: Business Bottom Lines and Aging in America. Choose the seminars that interest you the most, but don't worry - all Summit attendees will be able to access all presentation recordings.

The **Business Bottom Lines** track offers information on networking, referrals, online resources and getting your website to work for you. The **Aging in America** track will feature specialists on gerontology, social forces in aging, and upcoming changes in Social Security and Medicare. Mix and match sessions all day long to get knowledge you can learn today, use tomorrow.

Dr. Terry Grossman discusses how to keep both body and mind healthy in order to take advantage of future advances to prolong lifespans. **Stephen Hyde**, 40 year health care veteran, exposes the causes of the health care crisis and proposes a more affordable and effective solution. **Dr. Brad Neider** entertains and inspires audiences across the country with his unique blend of healthcare comedy and wellness advice.

SUMMIT SCHEDULE

DATE	Aging in America	Business Bottom Lines
8:00 am	Opening Ceremony <i>Service to Seniors Awards Presentation</i>	
8:15 am	Networking with the President <i>Coffee, Tea & Talk with Ed Pittock</i>	
9:00 am	Keynote: Dr. Terry Grossman <i>The Future of Medicine</i>	
10:00 am	Cheryl Siefert <i>Autonomy vs. Safety</i>	Bob Littell <i>Netweaving: Power Networks</i>
11:00 am	Dr. Robert Atchley <i>Social Forces in Aging</i>	Dennis Blitz <i>Secrets to Maximizing IRAs</i>
12:00 pm	Keynote: Stephen Hyde <i>Cured! Evaluating & Solving the Health Care Crisis</i>	
1:20 pm	Dr. Sara Qualls <i>Innovative Senior Housing</i>	David Weigelt <i>Social Networking & Seniors</i>
2:20 pm	Hon. Dorcas Hardy <i>Challenges of Global Aging</i>	Dean Lindsay <i>Cultivating Quality Referrals</i>
3:10 pm	Keynote: Brad Neider <i>Laughter is the Best Medicine</i>	
4:00 pm	Closing Ceremony	





Awards Program

The Society of Certified Senior Advisors feels it is important to recognize the outstanding achievements of our members who are helping to improve the lives of seniors through volunteering. We search through our nominees and award the best-of-the-best with a Service to Seniors award which is presented at the CSA Summit 2009.

The service awards are presented for three categories:

- **CSA Trailblazer:** a CSA who created a new program to help seniors and can show results for a minimum of three months.
- **CSA Community Citizen:** a CSA who went above and beyond in giving time, effort and talent to a senior-related organization or senior-related community cause improving the quality of life for seniors.
- **CSA Samaritan:** provided exemplary service in a one-to-one effort in meeting the needs of one or more seniors.

Each winner of a Service to Senior award will receive \$250 donation to a senior service organization of their choice, plus free registration to the CSA Summit 2009. Selection of the award recipients will be done by a panel of CSAs and representatives from senior-related organizations. To nominate yourself or another CSA for this award, please complete the attached nomination form and submit to our office no later than October 15, 2009.



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