



February 22, 2008

See "mandatory disclosure" rule below.

Dear CSA:

It's 2008 and change is in the air!

SCSA has been both focused and agile in leveraging its opportunities, and we see the "leap year" of 2008 as a time for the CSA designation to make a tremendous jump in esteem and value to its holders.

NCCA ACCREDITATION. In 2008 SCSA is applying to gain NCCA accreditation of the Certified Senior Advisor® credential. NCCA (National Commission for Certifying Agencies) is a nationally-recognized organization that accredits a credential only if the organization granting it has met rigorous testing and organizational standards.

Gaining NCCA accreditation is not easy. Throughout much of 2007 SCSA worked intensively with accreditation experts to put in place new designation standards for the CSA credential.

Accreditation of the CSA credential means increased credibility in the eyes of regulators and compliance officers, and increased value for persons who carry it. **IMPORTANT:** Current CSAs can continue to renew their designations annually, without having to meet new eligibility requirements. Those who don't renew have to meet these requirements to redesignate later on!

STRONG COMPLIANCE. In 2008 both Society of Certified Senior Advisors® (SCSA) and the CSA Board of Standards ("CSA Board") will continue stringent compliance oversight for the wide range of professionals who carry the Certified Senior Advisor (CSA)® designation.

Advertising standards. The updated *CSA Code of Professional Responsibility* ("Code") is now available for viewing or downloading at www.csa.us. The Code's advertising rules clearly establish acceptable and unacceptable content for a CSA's business materials. CSAs who do not follow the Code's advertising rules risk disciplinary action by the CSA Board.

Mandatory disclosure effective January 2008. If you do business with consumers (not B2B), you must include the following "disclosure language" on a communications piece that is given to a client or prospect prior to completing a transaction:

Certified Senior Advisors (CSAs) have supplemented their individual licenses, credentials and education with knowledge about aging and working with seniors. Know what those licenses, credentials, and education signify. The CSA designation alone does not imply expertise in financial, health or social matters. For details, go to www.csa.us.

Using the disclosure statement. SCSA publications that display the disclosure statement are available at the CSA Store (call 800.796.7969 for ordering information).

You can also download a free, one-page handout containing the disclosure statement from www.csa.us. Or you can include the disclosure statement on materials of your own that you give to consumers.

The Disclosure Statement effectively addresses any confusion that may exist on the part of the public, compliance officers, or regulators about the nature of the CSA designation—which has been deemed, frequently and wrongly, as a “financial credential.” CSAs who do not provide the disclosure statement to current or potential customers risk disciplinary action by the CSA Board.

Regulatory cooperation. In 2008 SCSA will continue to maintain and to grow its relationships with regulatory agencies and compliance departments. SCSA has long been a strong supporter of regulatory and compliance efforts to ensure that professionals conduct business according to the highest ethical standards.

- **CSA Board activities.** In 2007, the CSA Board received 39 complaints filed against CSAs. Of these 39 complaint cases, 18—nearly half—resulted in a revocation of the individual’s right to carry the CSA designation. Of the remaining 21 cases, three resulted in suspensions, four were dismissed or withdrawn, and three resulted in letters of admonishment or a Board-mandated directive to the individual to complete additional SCSA training. At year end, 11 cases were still in progress.

In 2008 the CSA Board will continue its important mission to discipline, when appropriate, CSAs who have not lived up to their obligations under the CSA Code. *Note that SCSA may act as complainant in a CSA Board case if it uncovers evidence of professional or ethical misconduct on the part of a CSA!*

With all of these developments in mind, it’s important to remember that the CSA training you successfully completed remains a one-of-a-kind educational program that enhanced your professional standing. You learned the health, social, and financial concerns most important to seniors. Regardless of whether you use the CSA designation in the course of your business, you’re more knowledgeable about aging and more understanding of persons who face aging-related challenges.

BENEFITS OF RENEWAL. Remember, by remaining a CSA, you won’t have to meet new eligibility requirements for the designation. You’ll continue to receive 24 annual publications to keep you current on important developments and trends that impact seniors, and you’ll convey that “extra level” of knowledge to seniors that you work with. You’ll have at hand CSA-branded materials to help increase awareness of the designation and grow your business. And you’ll maintain your standing as a professional who keeps the best interests of seniors first and foremost in mind.

Please visit www.csa.us often for news about accreditation, regulatory developments, and other useful information. And feel free to contact SCSA with any questions you might have!

Best regards,



Ed Pittock, President
Society of Certified Senior Advisors®