



August 2, 2007

The Honorable Herb Kohl  
Chairman, Special Committee on Aging  
United States Senate  
Washington, DC 20510-6400

Dear Senator Kohl:

Thank you for the opportunity to provide the Senate Special Committee on Aging with information about Society of Certified Senior Advisors (SCSA) and its Certified Senior Advisor (CSA)<sup>®</sup> designation training, which equips professionals to serve seniors through better communication, greater empathy, deeper understanding and a higher awareness of resources available to meet seniors' needs.

America's seniors deserve to work with persons who have taken the time and made the effort to learn something about seniors and the unique challenges aging presents. SCSA teaches persons from a wide variety of professional fields about those challenges, and they in turn use that information to supplement their other professional abilities. We hold CSAs to a high ethical standard, enforce it vigorously, and solicit the recommendations of regulators about issues of importance to them.

The CSA designation is not an investment or financial designation, and we do not hold ourselves, our training, or our designees out as experts simply because they have our designation.

Because no other credentialing organization does what SCSA does, we have developed a disclosure statement that succinctly defines what our CSA credential is and what it is not:

***Certified Senior Advisors (CSA) have supplemented their individual professional 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. Details: [www.csa.us](http://www.csa.us)***

While our disclosure statement is clear about what a CSA is, it can't adequately describe what one learns to become a CSA. Toward that end, we enthusiastically encourage any members of the Senate Special Committee on Aging or its staff to go through our training with our compliments as referenced in our letter of July 12.

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We believe that the problem of persons misrepresenting their credentials can be solved with two steps:

- 1 A requirement of all designations to adopt a disclosure statement.
- 2 A national standard for credentials based on the Massachusetts rule adopted June 1, 2007, that would approve the use of certain designations based on accreditation from specified organizations. As Secretary Galvin has said, "It is important to establish an absolute criterion to determine how people get these titles or credentials."

We thank you for your interest and look forward to what we can learn from you to achieve our mutual goal of providing our nation's seniors with the attention they deserve.

Best regards,



Edwin J. Pittock, CSA  
President

EJP/oa  
Enclosures