



FOR IMMEDIATE RELEASE

**LOCAL PROFESSIONAL WORKS TO MEET CHANGING SENIOR NEEDS**

Olga Brunner, CSA with A Good Daughter, Inc., Margate, FL, completed a comprehensive course on priority senior issues on April 23, 2005. The course is conducted by the Society of Certified Senior Advisors<sup>®</sup>, an international organization that has trained over 20,000 professionals in all 50 states and the District of Columbia. Successful participants complete a thorough examination to earn the Certified Senior Advisor (CSA)<sup>®</sup> designation. Ms. Brunner has taken this educational initiative to become a professional leader in meeting the key needs and issues concerning senior citizens.

Professionals in the fields of medicine, insurance, investments and recreation require a broad spectrum of information to serve the needs of seniors. Whether financial, medical or social, senior concerns are different from other age groups. The Society of Certified Senior Advisors keeps the professional abreast of all these issues by providing education, monthly updates, support and marketing assistance regarding new developments, practices, and research about senior citizens.

In the history of the world, two-thirds of all people who have lived past the age of 65 are alive today (*The Fact Book on Aging*, 1990, by Elizabeth Vierck). In the United States, seniors (age 65 and older) number 35.6 million and will continue to increase, leading a shift in population distribution by age never before seen (*Administration on Aging*, 2004). This demographic shift requires an educated response in how professionals work with the challenges and opportunities seniors face.

As a Certified Senior Advisor, Ms. Brunner will participate annually in continuing education provided by the Society. The CSA membership will ensure that she remains an informed professional for senior citizens.

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