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FOR IMMEDIATE RELEASE

## **The C(k)P® - Certified 401(k) Professional Designation has been Awarded**

**February 4, 2014** – The Retirement Advisor University is pleased to announce that **James E Mayer Jr** is now credentialed as a *Certified 401(k) Professional* – and holds the C(k)P® Designation, which represents a distinguished achievement for the professional Retirement Plan Advisor.

The C(k)P® or *Certified 401(k) Professional* Designation is administered by The Retirement Advisor University in collaboration with UCLA Anderson School of Management Executive Education.

The C(k)P® Designation identifies financial professionals who have demonstrated the knowledge and experience to help affect the outcome of corporate retirement plans, and who are authorized to use the C(k)P® Designation certification mark in the USA.

The C(k)P® Standards & Certification Committee establishes the standards for the *Certified 401(k) Professional* Designation. Holders of The C(k)P® Designation are expected to maintain a high degree of knowledge and ability in the following areas:

- Technical Competence
- Optimizing Plan Outcomes
- Management and
- Business

To earn the right to use the C(k)P® Designation requires more than an academic aptitude. A financial professional must demonstrate a real world application of the core competencies taught in the classroom.

The prerequisites\* to use the C(k)P® Designation on marketing material consists of personally having:

- 3 years of experience in the defined contribution industry;
- 10 plans under management/advisory; and
- \$30 million of assets under management/advisory.

\*The requirements regarding the practical component of the C(k)P® Designation are waived for professionals who are not financial advisors. The practical prerequisites may also consider the application of work experience and demonstration of the core competencies.