

Strategic Planning, Development and Project Management Consulting



Steinfeldt & Associates

Senior Living Specialists

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Steinfeldt & Associates Leadership

Edward Steinfeldt – Principal

Edward Steinfeldt has worked in the Senior Living industry for 35+ years. Trained as a healthcare administrator at The George Washington University, he consults throughout the United States. His experience as a consultant, manager and owner has afforded him the insight that comes with years of experience with operations, successful new projects and turnarounds.



Education:

MASTER OF ARTS DEGREE - Health Care

Administration - 1972

MAJOR - Management & Hospital Administration

The George Washington University, Washington D.C.

BACHELOR OF SCIENCE DEGREE - Business

Administration - 1969

MAJOR – Marketing

Florida State University, Florida

Professional Licenses:

California Nursing Home Administrator

Licensing No. 3661 Licensed Since 1980

**California Residential Care Facility for the Elderly
Certification**

April 2000 – Present

Professional Affiliations:

Alzheimer's Research & Prevention Foundation

Board Member 2015 - 2017

Leading Age of California: *Treasurer, Los Padres
Region 2004 - 2014*

President, Los Padres Region 2000 - 2001

*Represented Fifteen Not-For-Profit Facilities on
State Board Association including San Luis Obispo,
Santa Barbara, and Ventura Counties*

*Member of the Leading Age Board of Directors 1990
- 1992*

President, Los Padres Region 1989 - 1991

American Association of Homes for the Aging

Member 1991 - 2012

Published Material:

“JOMERS™ (Jewish Baby Boomers) Turn 60

*The Scribe Association of Jewish Aging Services of North
America Winter 2006*

**“Integration Of The Generations: An Alternative
Model For All Ages.”**

Contemporary Long Term Care Magazine. January 1992

**“Holding Fee For Continuing Care Retirement
Communities.”**

Contemporary Long Term Care Magazine. March 1993

Speaking Engagements:

Leading Age California

*Challenge the Experts presenter and moderator panel of
leading development consultants 2013*

Leading Age Pennsylvania

2005 Equity Model Continuing Care Retirement Communities

Experience:

PROJECT MANAGEMENT AND CONSULTING, 2009-2022

CASA DORINDA LIFE CARE COMMUNITY, Montecito, California

Consultant to Long Range Planning Committee and the Board of Directors for the development of a long range plan and strategy to ensure future community viability and success

Project manage entitlement and project development of master plan for CCRC with 20 independent living homes, assisted living and memory support, grille and bar, and common area amenities. \$70 M project



PROJECT MANAGEMENT AND CONSULTING, 2006-20014

ABHOW, dba VALLE VERDE Santa Barbara, California

Project manage from entitlement through construction of 40 new independent living homes and extensive renovations and additions to common areas.

Management of project consultants and contractor of \$35+ M project budget, ongoing coordination with corporate officers, executive director and residents



RCFE ADMINISTRATOR, 2008-2011

SOLVANG LUTHERAN HOME, Inc. dba ATTERDAG VILLAGE OF SOLVANG, Solvang, CA

Successful management and turnaround of a 58 year old Continuing Care Retirement Community including 92 licensed residential care facility for the elderly apartments. Development consulting for re-development of the skilled nursing facility, residential housing conversions, and master plan



PROJECT MANAGEMENT AND CONSULTING, 2005-2011

PILGRIM PLACE, Claremont, California

Project Manager, Development Consultant and consumer research focus group studies for Continuing Care Retirement Community. The new master plan included independent housing, assisted living, and community amenities.

Manage project consultants and contractor. Liaison with executive director and residents. \$26+M project





MANAGEMENT AGENT, 2002-2005

HERITAGE HOUSE, Santa Barbara, CA

*RCFE Licensed 68 bed Assisted Living and Memory Support
Management Agent for the HUD approved Assisted Living and Memory impaired
elderly community consisting of 42 apartment units for frail elderly and 14
apartment units for memory impaired elderly. From opening, start-up, fill-up and
through full occupancy*



DEVELOPMENT CONSULTANT 1994-2000

EL CASTILLO RETIREMENT RESIDENCES, CCRC, Santa Fe, New Mexico.
*Turnaround consulting and Development Consultant for Master Plan including
Fiscal/Market Analysis for a \$15 Million Development and Expansion of
Residential Apartments, Assisted Living, Skilled Nursing facilities, Community
Rooms, and Kitchen/Dining Room*



ASSOCIATE ADMINISTRATOR, 1980-1984 and 1986-1990

CASA DORINDA LIFE CARE COMMUNITY, Montecito, California

*240 unit Residential, 46 Skilled Nursing, and 22 unit Assisted Living Facility
Management of: Administration, Medical Services, Food Services & Marketing,
Housekeeping, Security, Dietary Program, Grounds/Facility Maintenance, and
Resident Relations*



ADMINISTRATOR & PROJECT MANAGER, 1985 – 1986, 1995-1999

VISTA DEL MONTE RETIREMENT COMMUNITY, Santa Barbara, California

*115 unit Residential, 25 Skilled Nursing, and 18 unit Assisted Living Facility
Administrator of Skilled Nursing and the Assisted Living facility
Project Management Consultant of \$13 Million dollar renovation and construction
of residential apartments, Assisted Living, Memory Care, Skilled Nursing and
state of the art Senior Aquatic Center*

Services

Strategic Planning through a proven Visioning Process

Focus Groups and Questionnaires with:
Prospective and community resident participation
Employees
Community administrative leaders
Board members

Development Consulting

Initial Concepts
Land Use
Licensing
Team assemblage
Municipal Entitlement
Architectural Program Development
Construction Management
Project Management

Management Consulting: *Audit of operations, analyses and forecasts*

Continuing Care Retirement Community Applications

Successful filing of Continuing Care applications through the Continuing Care Branch of the California Department of Social Services

- Casa Dorinda, Montecito, CA
- Sierra View Homes, Reedley, CA
- Monte Vista Grove Homes Pasadena, CA
- Hollenbeck Palms, Los Angeles, CA
- Pilgrim Place, Claremont, CA
- Pinnacle at Sherman Village, Sherman Oaks, CA

Market feasibility studies

Recommendations and RFP preparation.

Recruiting for President/CEO/Executive Director positions

Provide recruitment tools and plans to insure a proven approach to providing a qualified talent pool and hiring of top executives

Testimonials

Mark Steele, Vice President – President & CEO Salemtowne Retirement Community, Winston-Salem, North Carolina

"I have worked with Edward Steinfeldt, of Steinfeldt & Associates, over the past 10 years at ABHOW. Edward and his company have been invaluable to us as he helped us to work through the Santa Barbara City planning process which was an 8 year process. He also helped us to develop a strong master plan. He is now managing all aspects of the construction. My experience has been: Edward has strong integrity and does what he says he will do. He has an easy-going demeanor and gets the job done. He is thorough and detailed in the follow up. He also is creative in solving problems. He is a man who is worth his weight in gold. I would highly recommend Edward to anyone who needs to get a project done in the future."

Ron Schaefer, Chief Operating Officer, Episcopal Senior Communities

"I have worked with Steinfeldt & Associates for the past seven years. Six at the Valle Verde Retirement Community on a project which included assisted living, memory care, skilled nursing and independent living; and for the past year while at Casa Dorinda on a project that includes assisted living, memory care, skilled nursing and independent living. Edward Steinfeldt's firm serves as the project managers on both of these master plan projects and has done an exemplary job keeping the project progressing within the estimated budget. They manage all professional project consultants and work directly with the executive directors of the community. Edward Steinfeldt possesses the skills needed to manage people and consultant teams in such a manner that keeps the project vision clearly within the team's sights. I have also had experience with him when he managed a Department of Social Services RCFE which included independent living and assisted living. I would highly recommend Steinfeldt & Associates for management of an assisted living community. They are well organized, attentive, and caring about the communities that they serve."

June Christensen, President of the Board of Directors of the Atterdag Village of Solvang

"It was my privilege and pleasure to work with Edward Steinfeldt & Associates for a period of five years. I was the president of the Board of Directors of the Solvang Lutheran Home, Inc. Edward Steinfeldt assumed the position of our interim director on a part-time basis. In that capacity, he stabilized our budget which had been in a precarious position. I was perhaps most impressed with the treatment of our employees by Mr. Steinfeldt, which resulted in morale improvement, staff cooperation under difficult circumstances (construction, budget concerns and low occupancy) and an eagerness to participate in solutions. I would recommend Steinfeldt & Associates (Edward Steinfeldt) for any project within the scope of retired seniors, whether for ongoing management, planning new retirement communities, or improving existing communities to address the needs of today's retiring seniors. It was with the leadership and guidance of Mr. Steinfeldt that the need for change was identified and put into action."

