

Edward Steinfeldt

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EDUCATION

MASTER OF ARTS DEGREE - Health Care Administration.

MAJOR - Management & Hospital Administration.

The George Washington University, Washington D.C. 1972.

BACHELOR OF SCIENCE DEGREE - Business Administration.

MAJOR - Marketing.

Florida State University, Tallahassee, Florida 1969.

PROJECT MANAGEMENT / CONSULTATION

PRINCIPAL, 1985 - Present. STEINFELDT & ASSOCIATES

Santa Barbara, California.

Senior Living Consultation, Development Consulting, Municipal Entitlements, Project Finance Pro-formas, Project Management, through Construction Administration for Senior Housing and Health Care Facilities.

(Projects listed below)

CASA DORINDA LIFE CARE COMMUNITY,

Consultant to the Board of Directors for the development of a master plan and strategy to ensure continued success. Independent living, assisted living and memory support, enhanced amenities including a new grille.

Project manage the implementation of the master plan through entitlement, development and construction 2009 to the present.

Montecito, California 2009 – present

HARRY'S HOUSE AT THE GOLDEN INN AND VILLAGE,

Development Consulting and project management for a sixty apartment assisted living and memory support community for the Rona Barrett Foundation.

Santa Ynez, California, 2015 – present.

THE TOWBES GROUP: Proposed Multi-level Senior Living Community,

Development Consulting for Market Feasibility, Appraisal, Design and Development of Independent living with services, assisted living and memory support.

Santa Barbara, California, 2015 – 2017.

AMERICAN BAPTIST HOMES OF THE WEST dba VALLE VERDE,

Development Consultant and Project Manager through construction for existing Continuing Care Retirement Community new master plan including 40 independent housing units and campus community building improvements.

Santa Barbara, California, 2005 – 2014

SOLVANG LUTHERAN HOME, Inc. dba ATTERDAG VILLAGE OF SOLVANG
Interim Administrator Successful turnaround of 58 year old Continuing Care Retirement Community. Development consultant for Re-development of the skilled nursing facility, residential housing conversions, and master plan.
Solvang, CA, 2008 – 2011

MARKET STUDIES

For projects in Calabasas, Goleta, Riverside County, Oakdale, Van Nuys, Simi Valley, Carpinteria, California, Santa Fe, New Mexico and Firestone, Colorado
2008 – present

PILGRIM PLACE, Claremont, California. 2005 – 2011.

Consumer research focus group studies, Development Consultant and Project Manager for Continuing Care Retirement Community new master plan including independent housing, assisted living, and community amenities' facilities. Participant in LEED for Home and LEED NC projects.

HERITAGE HOUSE, Goleta, California. 1997 - 2005.

Market Feasibility, Financial Forecasts, HUD application processing, Program Design, Project Development, Marketing, Facility Management, 56-unit Assisted Living and Memory Impaired Community.

BELLA VITA, Valley Village, California. 2001 - 2004.

Senior Consultant and Management Consultant for the Development of \$90M Proposed Continuing Care Retirement Community including 163 units of independent housing, assisted living, and skilled nursing.

THE REDWOODS, Mill Valley, California. 2002 - 2003.

Master Planning Study for Renovation and Construction of new housing, assisted living and skilled nursing for a 30 year old continuing care retirement community.

VISTA DEL MONTE RETIREMENT COMMUNITY, Santa Barbara , CA

Project Manager / Senior Consultant / Owner's Representative. 1995 - 1999.
\$13 Million Renovation and Construction of Residential Apartments, Assisted Living, Memory Impaired, Skilled Nursing and Fitness Aquatic Center.

EL CASTILLO RETIREMENT RESIDENCES, Santa Fe, New Mexico.

Master Plan, Project Consultation, Fiscal/Market Analysis. 1994 - March, 2000.
\$15 Million Development and Expansion of Residential Apartments, Assisted Living, Skilled Nursing facilities, Community Rooms, and Kitchen / Dining Room.

SANTA PAULA MEMORIAL HOSPITAL, Santa Paula, CA. 1998 – 2001.

Market Feasibility, Project Development, Program Design, HUD application processing
62 Units Assisted and Memory Impaired Community.

RIDGECREST VILLAGE, Davenport, Iowa. 1999 – 2000.

Market Feasibility, Program Design, General Contractor Solicitation
64 Units of Assisted Living and Memory Impaired

HOSPICE OF SANTA BARBARA, Santa Barbara, California.

Market Analysis, Project Construction and Operations Plan Development. 1993.
Consultation and Development of Residential Hospice Facility

WALKER MANAGEMENT, INC, Minneapolis, Minnesota.
Senior Consultation, Consumer Research, Marketing Plan Development. 1992 - 1993.
Development Consultation for Senior and Nursing Facilities in Loma Linda, Marysville,
Yuba City, and Chico California, and Scottsbluff, Nebraska.

CASA DORINDA RETIREMENT COMMUNITY, Montecito, California.
Planning and Program Development. 1990 - 1992.
Development and Renovation of Skilled Nursing, Dementia Care, Recreation and
Employee Facilities for Continuing Care Community.

VISTA DEL MONTE, Santa Barbara, California.
Concept Development and Project Management. 1985 - 1990.
Expansion and Renovation of Skilled Nursing, Assisted Living, Clinic
And Support Facilities for Existing Senior Residential Community.

WOOD GLEN HALL, Santa Barbara, California.
Program Development and Management Recruitment. 1985, 1990 & 1995.
Development of a Comprehensive Assisted Living Program for 62 apartment
Senior Facility.

CASA DORINDA RETIREMENT COMMUNITY, Montecito, California.
Project Development and Construction Management. 1980 - 1983.
Development of 21 Unit Assisted Living Facility and Kitchen Renovation.

EAST WEST RANCH DEVELOPMENT, Cambria, California.
Senior Care Development Consultation, Fiscal/Demographic Analysis. 1994 - 1996.
Consultation for Senior Independent, Congregate and Assisted Living.

FACILITIES MANAGEMENT EXPERIENCE

SOLVANG LUTHERAN HOME, Inc. dba ATTERDAG VILLAGE OF SOLVANG
Solvang, CA, 2008 – 2011.

Interim Administrator Successful turnaround of 58 year old Continuing Care
Retirement Community. Development consultant for Re-development of the skilled
nursing facility, residential housing conversions, and master plan.

MANAGEMENT AGENT, 2002 - 2005.

HERITAGE HOUSE, Santa Barbara, CA.

Management Agent for the Opening and Operations of 56 unit assisted living community
serving frail and memory impaired elderly.

ASSOCIATE ADMINISTRATOR, 1986 - 1990.

CASA DORINDA RETIREMENT CARE COMMUNITY, Montecito, California.
240 unit Residential, 46 Skilled Nursing, and 22 unit Assisted Living Facility.
Management of Administration, Medical Services, Food Services & Marketing.

ADMINISTRATOR, 1985 - 1986.

VISTA DEL MONTE RETIREMENT COMMUNITY, Santa Barbara, California.
115 unit Residential, 25 Skilled Nursing, and 18 unit Assisted Living Facility.

ASSISTANT ADMINISTRATOR, 1980 - 1984.

CASA DORINDA RETIREMENT CARE COMMUNITY, Montecito.
California. Management of Support Services: Housekeeping, Security, Dietary Program,
Grounds/Facility Maintenance, and Resident Relations.

ADDITIONAL WORK EXPERIENCE

PRESIDENT, 1996 - Present.

ARRELAGA DEVELOPMENT GROUP, Santa Barbara, California.
Principal Partner / Senior Care Consultant / Program Design -
Development of Continuing Care, Assisted Living and Memory Impaired Master plans
for Projects in Rio Rancho, New Mexico, Mesa, Arizona, and Santa Fe, New Mexico

PRESIDENT, 1973 - 1980.

SUNSHINE REALTY, Albuquerque, New Mexico.
Real Estate Brokerage, Emphasis on Marketing, Promotion & Sales Development

PRESIDENT, 1975 - 1980.

SUNSHINE ENTERPRISES, INC., Albuquerque, New Mexico.
Real Estate Development, Land Acquisition, Architectural Planning & Development.

HOSPITAL ADMINISTRATOR (IN-TRAINING), 1971 - 1972.

THE BAPTIST HOSPITAL OF MIAMI, INC. Miami, Florida.

PROFESSIONAL AFFILIATIONS & MEMBERSHIPS

Alzheimer's Research & Prevention Foundation Board Member 2015 - present

Leading Age California

Treasurer, Los Padres Region 2004 – Present

President, Los Padres Region 2000 - 2001.

Represent Fifteen Not-For-Profit Facilities on State Board Association

Includes San Luis Obispo, Santa Barbara, and Ventura Counties

Member of the Board of Directors 1990 - 1992.

President, Los Padres Region 1989 - 1991.

PROFESSIONAL LICENSES

CALIFORNIA NURSING HOME ADMINISTRATOR

Licensing No. 3661. Licensed Since 1980.

CALIFORNIA RESIDENTIAL CARE FACILITY CERTIFICATION

April 2000 - Present.

PUBLISHED MATERIAL

“JOOERS tm (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 Continuous Care Retirement Communities.”
Contemporary Long Term Care Magazine. March 1993

SPEAKING ENGAGEMENTS

CALIFORNIA ASSOCIATION OF HOMES AND SERVICES FOR THE AGING
2005 Equity Model Continuing Care Retirement Communities

PENNSYLVANIA ASSOCIATION OF HOMES AND SERVICES FOR THE AGING
2005 Equity Model Continuing Care Retirement Communities

Leading Age California
2013 Presented and moderated Challenge the Experts a panel of leading development consultants

References Available -