

Wenette (Wendy) Simons
1530 Pass Drive
Reno, NV 89509
(775) 323-7706 (H) * (775) 323-3102 FAX
(775) 746-1188 (W) * (775) 746-1189 FAX
(775) 771-1188 Cell

E-mail address wsimsenior@aol.com

Website: www.wendysimons.com

BIOGRAPHICAL SKETCH

- Second-generation long-term care provider. Margaret Von Fluee (mother) developed the first residential care home in the state of Nevada in 1948. Born and raised in the “old folks home” and have been an active participant in residential senior care facilities since childhood. Became administrator of three facilities in 1972 upon graduating from University of Nevada at Reno with a BS in Education and a member of Gamma Phi Beta Sorority.

Skills and Knowledge:

- Developed and operated Assisted Living Facilities of various sizes
 - Designed concepts for the aging
 - Developed employee recruitment, retention, training and programming
 - Implemented marketing and community relations activities
 - Formulated and implemented client relationship strategies
- Formulated and presented in numerous public speaking engagements and seminars nationally and locally
- Served as an expert witness in court cases for senior care
- Contributed as a lobbyist for Residential Care/Assisted Living industry
- Authored numerous publications, training programs and articles
- Served as a reviewer for aging programs grants for Division of Aging Services
- Adjunct Faculty for UNR Sanford Center for Aging
- Consultant/faculty for Nevada Geriatric Education Center, UNR School of Medicine

Administrator Positions:

- 1992- 4/2007 Active Licensed Administrator/Partner of Park Place Assisted Living
Author/facilitator of 30 course training program for Park Place staff
- 1991-2007 General partner and co-developer of Park Place Assisted Living in Reno. This is a 60 resident assisted living neighborhood with a unique prototype design
- 1987-1991 Administrator/owner of Elderkin Residential Care Home
- 1972 - 1992. Administrator/owner of Mar-Von Homes, Residential Care facilities

Positions and Honors:

- 2007 Adjunct Faculty for the Sanford Center for Aging, University of Nevada.
- 2007 Facilitator for Nevada Geriatric Education Center, School of Medicine,
Administrator in Training, Trainer Program under contract from Board of Examiners for Long Term Care Administrators
- 2006 Member of the workgroup for the Nevada State Board of Pharmacy to draft Regulation’s regarding packaging of medications for residents in care facilities
- 2006-2007 Member of the Nevada Geriatric Center Advisory Board
- 2005 Task Force Committee member for the new State Fingerprinting Program

- 2005 Committee member developing the Regulations under the NRS 449 Statutes for Home Care Agencies
- 2005. Member of the Safe Advocates for Elders Advisory Board
- 2005 Worked with Bureau of Licensure and Certification, Department of Health and Human Services, Division of Aging Services, Nevada State Welfare Division, private industry and the legislature to pass AB 326, creating regulatory requirements for licensing and regulation of home care agencies. Point-person on the hearings through the Legislature on this bill
- 2003-present Member of the Rotary Club of Reno. Board Member 2007-2008
- 2003-2006 Member of the Commission on Aging ,appointed by Governor Guinn
- 2000-2001 Vice-President of the Senior Coalition of Northern Nevada
- 2000-2007 Division of Aging Services, ILG Grant reviewer
- 2000-2002. Member of the Alzheimer's Association of Northern Nevada, Public Policy Committee
- 2001-present Member and past Chair of the Coalition of Assisted Residential Environments
- 2001-present Co-Chairman of the Assisted Living Advisory Council (ALAC) of the Bureau of Licensure and Certification, State of Nevada Health Division
- 2001-2003 Member of the Center for Cognitive Aging Advisory Board, UNR Medical School
- 2000-present Member of the Reno Rodeo Association and Miss Reno Rodeo Pageant Production Director 2001,2002, 2003, 2004, & 2006
- 2001 Author of SB 74, defining Assisted Living in the NRS 449 Statutes and introduced by Senator Raggio during the Legislative Session. (This bill passed)
- 1999-2002 Chairman of the University of Nevada's Sanford Center for Aging Community Advisory Board at the University of Nevada, Reno
- 1998-2001 Member of the Nevada State Attorney General's Elder Abuse Task Force under Frankie Sue Del Papa
- 1999 & 2000. Expert witness for the State of Nevada Attorney General's office on Assisted Living Industry Standards.
- 1996-1982 Lecturer at the University of Nevada-Reno in the Animal Science Department.
- 1990-1993 Founding member of the Assisted Living Federation of America (ALFA) and past executive committee member 3 years
- 1997-1999 Member of the National Administrator's Board (NAB) Pass Point Committee for the National Administrators Exam for 3 years and in 2006/2007.
- 1999-2001 Author and instructor of the Park Place Medication Assistance training program for caregivers: Approved by the Nevada State health Division, Bureau of Licensure and Certification. Taught this class in Northern Nevada and Las Vegas to over 300 caregivers
- 1997. Created a joint venture seminar with the Nevada State Health Division's, Bureau of Licensure and Certification on the subject of the new state Regulations which were adopted.
- 1992-present Member of the Executives Association of Reno and President in 1997. Executive of the year in 1998
- 1986-1992. Past officer of the Nevada Adult Care Association of Nevada and Legislative Representative/informal lobbyist for the association at the Nevada State Legislature

1987-2007 Producer and host of KOLO TV's "Senior Scope"

Presentations:

- 2007 Presenter for Nevada Division of Forestry Conference- "Surviving Caregiving", October 17, Grand Sierra Resort
- 2007 Presenter for Coalition of Residential Care Environments-"Activity Programming", October 17, Carson Valley
- 2007 Trainer for the NGECC/BELTCA "Train the Mentor" program for new AIT program June 18,19 and July 23,24
- 2007 Speaker in Nevada State Division of Aging Services-"The Competent Caregiver" conference, June 28, , subject- "You Want Me To Eat What?" Dietary issues in Assisted Living Facilities
- 2007 Speaker **California Association of Long Term Care Medicine Conference**, Long Beach June 23, 24, "Assisted Living, 'Birth, Development, Teen Years, Adulthood' in Transitions in Care", and "Our Most Difficult Cases"
- 2006 Keynote opening speaker for the Alzheimer's Association Conference in May on Relationships in health care
- 2006 Presenter for the Safe Advocates for Elders (SAFE) program of court appointed advocates for seniors, 2001,2002,2003,2004, 2005 and 2006.
"Building Relationships with Family Members and Discharge Planners
- 2005 Presenter at the Alzheimer's Association of Northern Nevada Conference, May, "Cookies to Crisis- Relationships"
- 2005 Presenter at the Elder College Spring on Options for Care in the community.
- 2005 Featured guest on TV program for City of Reno, "Elder Abuse" issues.
- 2004. Presenter for two programs for the Nevada Geriatric Education Center/Bureau of Licensure Certification workshops in Reno and Las Vegas, October
- 2003 Presenter for the SAVE training program, "Understanding Assisted Living"
- 2003 Presenter at the Coalition of Assisted Residential Environments Workshop, April
- 2002 Presenter on "End of Life" panel, KNPB Channel 5, April 24
- 2002 Presenter at Division of Aging Services Caregiver Training, June 18, on the subject of "Medication Documentation".
- 2001 Panel presenter for Assisted Living Federation of America, April Convention, on the subject of "Quality Assurance and Client Satisfaction"
- 2001 Presenter on a panel regarding Assisted Living at the Chicago meeting of the **American Geriatrics Society**. "Opportunities and Pitfalls for the Primary Care Provider"
- 2001 Presenter of 3 hour Video Taped Seminar for Nevada Geriatric Center and the Sanford Center for Aging (UNR) "In or Out" , Proper Admission, Retention and Discharge of Assisted Living Residents. (This seminar was presented in both Reno and Las Vegas and will be a training tape for future seminars.)
- 2001- 2003 Instructor for Nevada Division of Aging Services on "Medication Management" and "Resident Assessment, Retention & Discharge"
- 2000& 2001 Presenter for the Nevada Geriatric Education Center, University of Nevada Medical School, on the subject of "Resident Assessment and Client Retention"
- 2000. Instructor in the Nevada State Division of Aging Services, Caregiver Workshop in May on the subject of "Documentation in Assisted Living Facilities"

- 2000 Presenter as “Elmeretta Higgins” at the UNR Medical School with Dr. Phillips with Medical Students on the subject of patient intake information,
- 2000. Organizer and facilitator of “Rap with the Regulators” a seminar for providers and regulators
- 1995 Luncheon Keynote speaker at ALFA University during the conference in Reno; “ How to Deliver What We Promise”
- 1992-2005 Presenter in numerous provider workshops and seminars for Washoe Medical Center, Saint Mary’s hospital, Classic Residence by Hyatt, Nevada Geriatric Education Center
- 1997 Presented on the topic of “Resident Admission Assessment and Regulatory Compliance” Nevada Adult Care Association

Publications:

- 1999-present Contributing writer to “Senior Spectrum” magazine and website (Please check Website for articles.)
- 2007 “*Roses, Daisy’s Dandelions*” An overview of the workforce, Senior Spectrum, June
- 2007 “*Transitions in Care*” Discussion of CALTCM findings, Senior Spectrum, July
- 2007 “*Nevada’s a Pioneer Again*” Discussion of regulations, Senior Spectrum, August
- 2000 Contributing writer to “Assisted Living Today”, (April) “*A Wake-Up Call*”
- 1999 “*Assisted Living Guidelines*” A worksheet for family members

Updated 10/07