



RACHEL WATKINS-PETERSEN

PROJECT MANAGER



RCAW
Respite Care Association
of Wisconsin

Rachel's role with RCAW focuses on marketing and outreach, statewide presentations, collaborating with existing coalitions, leading webinars, and administering RCAW's grant programs.

KEY COMPETENCIES

- Project Leadership
- Facilitation of Collaborative Efforts
- Social Intelligence
- Strategy Development
- Outreach Specialist
- Initiator

ACHIEVEMENTS & INTERESTS

- Best Practice Webinar Series - Wisconsin Dementia Resources Network
- WITC - Gerontology Advisory Committee
- Northwest Wisconsin Aging & Disability Workforce Committee
- Family Caregivers Rock - Board of Directors
- Committee Chair - Marketing and Fund Development - Fox Valley Memory Project

PROFESSIONAL EXPERIENCE

Rachel is a servant leader with sixteen years of experience serving those across the lifespan. In 2004 after earning her bachelor's degree in Early Childhood Education, she began her career working with children with varying abilities in many settings. In 2011 Rachel started to change gears from working with children to serving older adults.

She has held various director roles in RCACs, CBRFs, and SNFs, overseeing operations, HR, dietary, nursing, marketing, and life enrichment. In 2017 she completed the Nursing Home Administrator course through UW-Madison. During her tenure serving older adults, she has led various support groups and assisted in respite care placement. Rachel has seen firsthand how caregiving can take a mental, physical, and emotional toll on individuals.

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