



# 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, education, and administering RCAW's grant programs.

## ACHIEVEMENTS & INTERESTS

- Best Practice Webinar Series - Wisconsin Dementia Resources Network
- Northwoods Technical College - Gerontology Advisory Committee
- Relative Caregiver Committee Chair
- Wisconsin HOSA Partnership Council
- WFACSA Steering Committee
- Dane County Caregiver Advisory Board
- Fox Valley Memory Project Marketing Committee

## PROFESSIONAL EXPERIENCE

Rachel is a servant leader with eighteen 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. While 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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