

# Edward jj Olson, MS

President



## Areas of Specialization

- Strategic & Master Planning
  - Program Evaluation
- Market Research & Feasibility Analysis
- Planning & Design in the Areas of Aging, Disabilities, and Long Term Care

## Experience

Edward Olson has worked in a variety of roles for a diversity of organizations including architecture and urban planning and health and human service programs. As Vice President for Geriatrics for Family Hospital and Administrator of the Wisconsin Regional Geriatric Center, he managed both outpatient and inpatient geriatric services which included two Alzheimer's day care programs, a rehabilitation day hospital, gero-psychiatry inpatient and outpatient programs, an acute care unit, three community wellness clinics, a geriatric nurse and social worker outreach team, and a case management program. In this role, he over-viewed the comprehensive geriatric programming of Family Hospital Nursing Home, a 200 bed rehabilitation oriented facility.

Mr. Olson also established and administered the Geriatrics Institute of Sinai Samaritan Medical Center, Milwaukee, WI. As the Deputy Director of the Community Relations-Social Development Commission, he helped design and implement many of the social service programs for Milwaukee's low and moderate income populations. As Chairman of the Milwaukee County Commission On Aging for more than 13 years, he was instrumental in establishing many of the innovative program initiatives in the new Milwaukee County Department On Aging.

## E jj Olson & Associates; Milwaukee, WI

As President of E jj Olson & Associates, Mr. Olson has developed strategic "visioning" methodologies and plans that focus on addressing the needs of special populations such as older adults, and individuals with physical and developmental disabilities and cognitive and sensory impairments. E jj Olson & Associates have completed strategic plans for more than 300 clients which have included retirement communities, medical centers, skilled care facilities, and a diversity of public and private health and human service related organizations. E jj Olson & Associates works with a diversity of multi-disciplinary consultant groups in order to address the comprehensive needs of its clients.

## Geriatrics Institute, Sinai Samaritan Medical Center; Milwaukee, WI

As Administrator, Mr. Olson developed and implemented all program elements including design of facility, model of care, budget, staffing, etc. and was responsible for ongoing administration of the Geriatrics Institute. The program coordinates service, research, and educational efforts associated with meeting the needs of Milwaukee's elderly. The Institute encompasses medical, long-term care, mental health, and social services and is a collaborative effort between the Medical Center and Milwaukee Clinical Campus of the University of Wisconsin Medical School. The Institute has been acknowledged as nationally significant and has been designated by the Robert Wood Johnson (RWJ) Foundation as one of its Hospital Initiatives in long-term care sites. The program has generated more than \$1.3 million dollars of foundation support.

**EjjOlson&Associates**  
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## ***Experience (cont'd)***

Milwaukee County Commission on Aging (COA); Milwaukee, WI  
Mr. Olson has served as board member and chairperson of the Commission, a planning and program support organization that develops policy and funds programs for the elderly of Milwaukee County. The Commission is funded by the U.S. Administration on Aging and Milwaukee County and supports and monitors programs in the areas of health, nutrition, transportation, education, employment, and housing. Mr. Olson has chaired the Commission's Advisory Council and has served as a consultant relative to a recent RWJF funded planning communities initiative.

### University of Wisconsin-Milwaukee

Mr. Olson has been adjunct professor and has taught many courses, including Department of Urban Planning: "Planning Theory", Department of Urban Planning: "Planning for an Aging Society", Department of Architecture course: "Environmental Policy Analysis Issues in Milwaukee"

### American Society on Aging, San Francisco, CA

Mr. Olson has been an elected board member of this national aging organization dedicated to improving the quality of life of the elderly through promotion of education and service efforts. He remains active as a membership committee coordinator.

### Wisconsin Regional Geriatric Center (WRGC), Milwaukee, WI

As Vice President of Family Hospital, Mr. Olson administered all program components of the Wisconsin Regional Geriatric Center. The WRGC was a collaborative effort between Family Hospital and Mount Sinai Medical Center and provided a comprehensive range of inpatient and outpatient health care services for the elderly.

### The Community Relations-Social Development Commission (CR-SDC), Milwaukee

Mr. Olson served as the Assistant Director of CR-SDC and administered all activities associated with the Office of Planning, Research, and Evaluation. CR-SDC is an intergovernmental social planning and program implementation agency in Milwaukee County. As the Assistant Director, he played a key role in the Commission's efforts to help resolve the economic, social, and cultural problems facing Milwaukee's low-income community. He developed the agency's goals and programs in the areas of employment, aging, criminal justice, recreation, health, housing, education, and economic development. \$40 million of new funding was generated through his efforts, during his tenure at CR-SDC.

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## ***Experience (cont'd)***

### Peter Celsing Architectural Office, Stockholm, Sweden

Edward Olson worked for Peter Celsing for two years as one of the key architectural designers on numerous buildings in Stockholm. Specifically, he helped conceptualize and design the winning competition for a large cultural center which included a museum, theater, bank, restaurant, and café, which served as a major gathering place and focus of activities in the center of Stockholm. This complex received numerous awards for its progressive programming and distinctive design.

### Northeastern Illinois Planning Commission (NIPC), Chicago, Illinois

Mr. Olson developed and catalogued major environmental design characteristics of the six county region and worked on a open space and census study for NIPC region.

### University of Illinois, Chicago, Illinois

Mr. Olson taught a design studio in the School of Architecture and Urban Planning prior to moving to Milwaukee.

### Carmelite Religious Order, Joliet, Illinois

While a student of architecture, Edward jj Olson designed and served as the general contractor for a chapel which was built in 1964 for students of Joliet Catholic High School. Mr. Olson designed all facets of the chapel including the stained glass windows, the altar, the priest's vestments, the art work and all related aspects of the chapel. The design was considered avant-garde and consistent with many of the tenets of the Second Vatican Council and with many of the progressive theologians of the Catholic church.

## ***Education***

### The University of Wisconsin – Milwaukee, WI

Master of Science, School of Liberal Arts, Department of Urban Affairs

### Roosevelt University, Chicago, IL

Philosophy and Sociology

### The University of Chicago, IL

Sociology and Urban Issues

### The University of Illinois, Champaign, IL

School of Architecture and Urban Planning

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## ***Lectures (partial listing)***

Western Gerontological Society  
Gerontological Society  
American Society on Aging  
American Society on Aging and the European Community  
National Community Action Association  
American Public Health Association  
National Alzheimer's Association  
Wisconsin Association of Homes for the Aged  
Dartmouth College  
23<sup>rd</sup> National Symposium for Healthcare, University of Alabama  
University of Michigan, Florence, Italy  
World Futures Society  
University of Wisconsin  
University of Illinois  
Canadian Association For Pharmacy Distribution Management  
Association, Toronto, Canada

## ***Publications***

Numerous Articles  
Milwaukee's Economy, "Poverty and Social Policy" E jj Olson,  
Federal Reserve Bank of Chicago, 1978  
The Continuum of Long Term Care, "Skilled Care and the Future",  
Delmar, 2004

## ***Major Recent Reports***

*Badger Prairie Health Care Center Strategic Plan*, Dane County, WI  
*Service Needs Assessment, Alzheimer's Association*, WI  
*Master Plan for Person with Physical and Developmental Disabilities  
and Sensory Impairments*, Milwaukee, County  
*Pine Valley HealthCare & Rehabilitation Center Strategic Plan*,  
Jackson County, WI  
*An Assessment of YW Works & Milwaukee Works Best Practices*,  
YWCA, WI  
*Now Sixty What I See*, Milwaukee County, WI  
*An Examination of Program Participation by Person with  
Disabilities*, United Way of Greater Milwaukee, WI  
*Boomers Technology and Design*, Recent lectures and reports

Edward jj Olson offers 30 years of experience conducting strategic and master planning, program evaluation, market research, and feasibility studies in the areas of disabilities, geriatrics and gerontological programming, ambulatory and acute care, skilled care, public health, and human and social services.

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