

Rochelle (Shelley) Poerio
Las Vegas, NV 89178
mobile (703) 517-4725
corporate: (702) 600-2527

Credentials

LADC: Licensed Alcohol and Drug Counselor, *State of Nevada*
CFT: Certified Fitness Trainer, *International Sports Sciences Association (ISSA)*
CSAC: Certified Substance Abuse Counselor, *Commonwealth of Virginia*
ADC: Alcohol and Drug Counselor, *International Certification & Reciprocity Consortium (IC&RC)*
CPR / AED, First Aid Certification, Adult and Child. *American Red Cross*
Medication Management / Administration: *Fairfax County Mental Health Services, Fairfax, VA*
FEAR / Crisis Intervention: Advanced Course Certification. *Crisis Consulting Group, LLC*
Other: *Seeking Safety*, Treatment for PTSD and substance abuse – 14 credit hours
Motivational Interviewing – 14 credit hours

Education

MA: Master of Arts, Professional Counseling. *Liberty University, Lynchburg, VA (December 2012)*
BA: Bachelor of Arts, Communication. *Stanford University, Stanford, CA (June 1983)*
Certificate: Substance Abuse Rehabilitation. *Northern Virginia Community College, Alexandria, VA (June 2009)*
Internships: 600 hours supervised Master's level. 180 hours supervised Undergraduate level.

Experience

Living Free Health & Fitness, Las Vegas, NV. *August 2013 – present*
President

Founded non-profit organization to offer specially-developed and integrated programs of education, counseling, fitness and nutrition training designed to produce significant, long-lasting improvements in personal health and lifestyle. LFHF's services are focused on those recovering from addictions, and/or are living with other chronic illnesses or aging-related health conditions.

New Way of Life, LLC, Las Vegas, NV. *September 2007 – present*
President (NWOL was formerly Life on Point Therapy, LLC)

Founded company designed to specialize in addiction recovery support services and drive operational productivity and healthy work environments. Created an evidence-based fitness program developed to address the gamut of biopsychosocial recovery challenges. Includes specialized one-on-one counseling, activity & educational groups, psychoeducational presentations and treatment plans designed to effect motivational state and stage of change. Created, implemented and actively managed program for Phoenix House men's, women's and boys' programs.

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Solutions Recovery, Inc., Las Vegas, NV.
Licensed Alcohol & Drug Counselor (Contractor)
Assessments, group and individual counseling.

February 2013 - present

Monte Vista Behavioral Health Hospital, Las Vegas, NV.
Licensed Alcohol & Drug Counselor (Contractor)
Assessments, group and individual counseling.

February 2013 - present

Phoenix Houses of the Mid-Atlantic, Arlington, VA.
Substance Abuse Counselor

June 2009 – January 2013

Provided therapeutic substance abuse intervention services in individual and group settings. Experience and duties included counseling, assessment, treatment planning, crisis intervention, education, fitness and residential support. Adult and adolescent clients. Demographic included up to 70% with co-occurring and conduct disorders. Varied cultural orientations and socio-economic backgrounds. Client referrals sources: self-pay, insurance, jurisdictional and criminal justice. Resigned to relocate to Las Vegas, NV.

Fairfax County Alcohol Safety Action Program, Fairfax, VA.
Trauma Center Counselor

June 2009 – February 2011

Counseled and educated adolescent offenders on substance abuse in the context of Level 1 trauma center emergency and intensive care unit tours.

Arentz Landscape Architects, LLC / Ironwood, LLC, Washington, DC
Executive Vice President

2003 - 2007

Responsible for business, financial and legal, information technology and human resources oversight for established architectural design firm. Planned and managed start-up and ongoing business operations for construction management company.

Citrus Controls, Inc. Las Vegas, NV
Sales and Marketing

2001 - 2003

Served as an independent consultant to lead marketing and sales efforts for (then) startup software and consulting firm specializing in process control algorithms, mirrored memory and software consulting services.

Friedman Billings Ramsey, Inc., Arlington, VA
Principal, Senior Vice President – fbr.com

1999 – 2001

Initiated and managed development, infrastructure and implementation of all aspects of startup online investment bank's brokerage operations, trading, customer service and call center. Compliance oversight responsibility. Hired and managed 20 direct-report employees.

Morgan Stanley Dean Witter Online, San Francisco, CA
Principal

1996 – 1999

Built technical support department for one of the industry's pioneering online brokerage firms.

PaineWebber (UBS Securities), Walnut Creek, CA
Investment Executive

1993 – 1996

AT&T Computer Systems Division, New York and San Francisco
Account Executive, Systems Engineer

1986 – 1989

Electronic Data Systems, Inc., Baltimore, Detroit, New York
Systems Engineer

1983 – 1986

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Affiliations

American Counseling Association (ACA)	Member
NAADAC, The Association for Addiction Professionals	Member
Stanford University Lifetime Alumni Club	Member
Stanford University Alumni Career Network	Member

Stanford University Varsity Track Team and Team Captain
Coached by Hugh Maiocco, 1952 600m World Indoor Record Holder
Coached by Brooks Johnson, 1984 U.S. Olympic Track & Field head coach, 2010 Nike Head Coach of the Year

Other

Can pass all jurisdictional, state and Federal background checks.

Active member of 12 Step programs.

Abstinence date: September 5, 2001.

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