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HEALTH

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JIM McALEER

Age: 51

Role: President and CEO of [Alzheimer's Orange County](#)

Bio: The Mission Viejo resident has worked in nonprofits for three decades and assumed the top role at the Orange County chapter of the national Alzheimer's Association in the early 2000s. The organization then had an annual budget of about \$2 million, and was part of a national Alzheimer's foundation. This year, the renamed Alzheimer's Orange County, having split from the national group, had a budget exceeding \$6 million. McAleer has been married to his husband for three years and has an 18-year-old son.

Why he is an influencer: McAleer led Alzheimer's Orange County, which serves those affected by Alzheimer's disease and other forms of dementia, through its December 2015 split from the national group. In 2016, he spearheaded a rebranding campaign. His group also absorbed an adult day care center from the nonprofit Age Well Senior Services in Laguna Woods.

Biggest challenge: "It's the same thing we've had for many years - it's letting people who have, or care for those with, the disease know that we exist, and know we have services for them, and it's free."

Thoughts on Alzheimer's disease: "If we don't do something somewhat radical and soon, it's going to cripple our health care system. I think it's the overarching health care issue of our generation."

Inspiration: "Both my grandmothers had different forms of dementia. Twelve years ago I was doing it for (them), but after a couple of years, it was about the



STEVEN GEORGES, FILE PHOTO

Jim McAleer led Alzheimer's Orange County through its December 2015 split from the national group. This year, he spearheaded a rebranding campaign.

people that you meet every day?"

Can't live without: "My son and my husband. They are the only ones that will put up with me."

What's next: "We're in the middle of a three-year strategic plan and I'm blessed - I love, love, love what I do, so now I'm in this process where I get to really think strategically about what the next three years are going to hold for us."

— Jessica Kwong

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It's balancing care and cure - that's what we're trying to keep our sights on every day.”