



2



3



1

# THE JEWEL OF OC

Alzheimer's OC throws a bejeweled bash and raises more than \$1 million

By James Reed

Photos by John Watkins

It was a dazzling evening at The Jewel of OC fundraising soiree for Alzheimer's Orange County, which isn't a surprise when one considers that the event co-chairs were the divine duo Analisa Albert and Christina Jenkins, with their fabulous friends along in stylish support. Supporting the elegant effort were sponsors Dr. Jacqueline DuPont-Carlson and Marc Carlson, Lugano Diamonds, and generous philanthropists including the Aitkens and Argyroses. This crowd knows how to put on *and* enjoy a party, while never losing sight of the reason for being in the room. As a result, the gala raised more than \$1 million to fund critically needed, life-changing programs and services for the 84,000 local Orange County residents affected by Alzheimer's, or other forms of dementia.

"We are so thankful to our sponsors and guests, who supported our first in-person fundraiser since 2019," says Alzheimer's OC CEO and President Jim McAleer. That support allows the organization to "further our mission

to provide hands-on care and support, information, referrals, education, and resources for individuals and families in Orange County and surrounding areas who experience memory loss, Alzheimer's, and other dementias," McAleer explains.

The sold-out gala drew some 300 guests who entered The Hangar at the OC Fair & Event Center by walking into a virtual jewelry case with sapphire, emerald, and diamond rooms inside. That led to a huge vault door offering access to the gourmet dining, live auction, and live entertainment space.

The honorees included legacy partner Alison Hoeven; volunteer partner Dung Trinh, MD; community partner Ed Schrum; and corporate partner Elite OC Productions. Fitting with the theme, Lugano Diamonds donated a stunning ruby and diamond pendant as an opportunity drawing item.

[alzoc.org](http://alzoc.org)





1. Beth and Howard Bidna
2. Christina Jenkins and Analisa Albert
3. Wylie Aitken, Jim McAleer, and Bette Aitken
4. Jim McAleer and Julia Argyros
5. Julie Meany and event sponsor Milind K. Ambe, MD
6. Dr. Deepa Savani, Ashleigh Aitken, Lisa Alonso, and Megan Day
7. Massy Farzine, Beth Bidna, Jennifer Condas, and Karen Jordan
8. Julie Ann Ulcickas and Bette Aitken