

**For Immediate Release**

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**Executive Director Tom Hlavacek to Retire in 2017**

**Milwaukee, WI – March 3, 2017** - The Alzheimer's Association, Southeastern Wisconsin Chapter announces that Tom Hlavacek, Executive Director, will retire on Friday, June 30 after 12 years of service to the organization, and a 37 year career in non-profits. The Alzheimer's Association is conducting a nationwide search for his successor.

Hlavacek began his career at the Alzheimer's Association in May of 2005, after serving for 13 years as Director of the Milwaukee Office of Disability Rights Wisconsin, the statewide protection and advocacy system for people with disabilities. During his tenure, the Alzheimer's Association chapter experienced impressive growth and a vast expansion of programs and services throughout its 11-county region. Hlavacek spearheaded efforts which resulted in revenue growth from \$900,000 in 2005 to a current budget of over \$3 million; and a doubling of staff that allowed the chapter to deliver more than 37,000 points of service in 2016, tripling the amount of service provided in 2005.

Developing innovative ways to reach more people dealing with dementia was a key priority in Tom Hlavacek's business model. Under his leadership, his team expanded services throughout the region by adding service coordinators who live and work in the outlying counties. The chapter also focused resources to reach individuals diagnosed with dementia as early as possible in the disease process, connecting them and their families to vital care and support. He was also able to expand and strengthen Multicultural outreach efforts to the African American and Latino communities where Alzheimer's disease hits the hardest.

Charitable revenue to fuel the Alzheimer's Association mission increased exponentially under Hlavacek's direction. During his administration, the chapter launched five new Walk to End Alzheimer's events, started a Reason to Hope fundraising breakfast, added significant individual and major donors, and significantly grew revenue generated by the annual Mardi Gras Gala.

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Executive Director

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“I have always believed that money follows the mission in non-profit work,” said Hlavacek. “You should not expect, or perhaps even deserve, to raise more money unless and until you provide significant and needed services that meet people’s needs.”

Hlavacek also provided strong leadership in public policy, and was a tireless Alzheimer’s advocate on state and national levels. He convened and chaired the Alzheimer’s Challenging Behaviors Task Force which produced two reports, *Handcuffed* and *We All Hold the Keys*, and led to a Wisconsin Supreme Court decision, testimony to the U.S. Senate Special Committee on Aging, and proposed State legislation. The results of these efforts were improved crisis intervention systems, reduced use of anti-psychotic drugs by nursing homes, and Wisconsin’s first-ever Dementia State Plan.

His passion for the research mission of the Association was strong as well. He became a sought after speaker about research advances, and volunteered himself as a participant for three research studies at UW Madison and the VA Hospital.

“My biggest regret about leaving the Alzheimer’s Association now is that the research breakthrough we all hope for did not happen during my tenure,” said Hlavacek. “I intend to stay involved as an Alzheimer’s advocate and donor until that day arrives, and it can’t come soon enough.”

#### **About the Alzheimer’s Association**

The Alzheimer’s Association is the leading voluntary health organization in Alzheimer care, support and research whose mission is to eliminate Alzheimer’s disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. For more information about Alzheimer’s disease and local services visit [www.alz.org/sewi](http://www.alz.org/sewi) or call the Alzheimer’s Association 24/7 Helpline at 800-272-3900.

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