

MOVERS & SHAKERS



VICKI VANDRUFF

Vandruff, the VP of Laguna Hills-based California Association of Community Managers, earned a Certified Association Executive credential from the American Society of Association Executives, the highest credential in the industry.



JIM LYONS

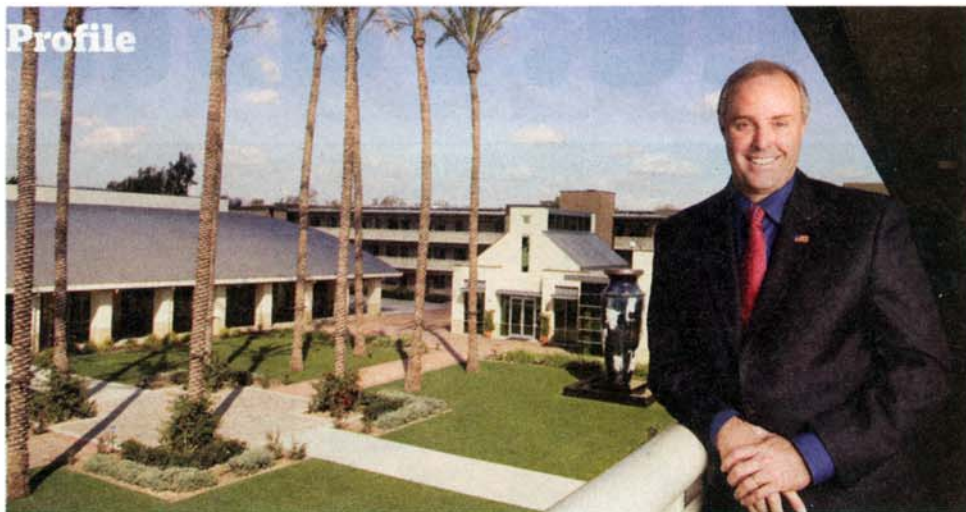
Lyons is now chief development officer for Lake Forest-based Del Taco. He is responsible for the company's development functions, including real estate, construction, franchise recruitment and operations.



JOHN HINRICHS

The VP and CFO of Farmers & Merchants Bank, Hinrichs earned lifetime achievement honors at the CFO of the Year Awards, hosted by the California Society of Certified Public Accountants and the O.C. Business Journal.

Profile



A man on a mission

Jim Palmer transformed the Orange County Rescue Mission into a godsend for the homeless. by Jerry Hicks

When Jim Palmer took over as president of the Orange County Rescue Mission, the place was \$90,000 in debt and serving just a handful of homeless men in a Santa Ana neighborhood rife with drugs and petty street crime. It reached only about 500 people annually with food and clothing.

That was 16 years ago. And today? It reaches in excess of 22,000 annually and can provide 500 beds at five facilities throughout the county.

Now, the organization has created Village of Hope, which will soon be at full capacity. Village of Hope has been praised nationally as a model for long-term homeless shelters.

But Palmer is anxious about these difficult economic times: While the need for more bed space is critical, donations are dwindling.

"We are totally faith-funded," says Palmer, "meaning we don't live on grants or government contracts."

Palmer started at the Rescue Mission as a volunteer and took over as president in 1992, at age 28. His expectations for success weren't high.

"I thought, at most, I would last a year," Palmer says. "So much change had to happen, and you don't become popular advocating change."

But his leadership brought legions of new donors. He decided early on: Never again would the mission borrow money.

In 1992, the Rescue Mission had just over \$1 million in assets. Today, those assets total \$46 million. That includes the 190-bed, 5-acre Village of Hope,

which has the feel of a college campus, with dormitory-style living. It all started with two military barracks.

"Now we have this marvelous facility with health-care services, mental-health services, after-school child-development training, a legal clinic on site," he says. "It's amazing what has happened there."

Name: Jim Palmer

Position: President, Orange County Rescue Mission

Beginning costs: \$90,000 in debt 16 years ago; now debt free with assets at \$46 million

Light-bulb moment: "To handle local drug dealers, I grabbed a bull horn and starting yelling at them. They yelled back death threats in Spanish. It got my staff very concerned. ... But when the number of dealers got down to just a few, I knew this was a battle we could win."