



APPLICATION FOR COUNTY OF ORANGE BOARD, COMMISSION OR COMMITTEE

(FOR COUNTY USE ONLY)

Return to: Clerk of the Board of Supervisors 400 W. Civic Center Dr., 6th Floor Santa Ana, California 92701 Email: response@ocgov.com Website: https://cob.ocgov.com/

Instructions: Please complete each section below. Be sure to enter the title of the Board, Commission or Committee for which you desire consideration and attach a resume. For information or assistance, please contact the Clerk of the Board of Supervisor's Office at (714) 834-2206. Please print in ink or type.

NAME OF BOARD, COMMISSION, OR COMMITTEE TO WHICH YOU ARE APPLYING FOR MEMBERSHIP. SEE LIST AT https://cob.ocgov.com/boards-commissions-committees/bcc-name-list-and-contact-information

Orange County Behavioral Health Advisory Board

SUPERVISORIAL DISTRICT IN WHICH YOU RESIDE: [] First [] Second [] Third [] Fourth [X] Fifth

APPLICANT NAME AND RESIDENCE ADDRESS:

Stephen McNally
First Name Middle Name (Optional) Last Name

[Redacted]
Street Address City State Zip Code

[Redacted] [Redacted]
Home Phone Number Cell Phone Number

[Redacted]
Email Address

CURRENT EMPLOYER: Retired

OCCUPATION/JOB TITLE:

BUSINESS ADDRESS:

BUSINESS PHONE NUMBER:

[] EMPLOYMENT HISTORY: Please attach a resume to this application and provide any information that would be helpful in evaluating your application. A RESUME MUST BE ATTACHED TO YOUR APPLICATION.

ARE YOU A CITIZEN OF THE UNITED STATES: [X] YES [] NO

IF NO, NAME OF COUNTRY OF CITIZENSHIP:

ARE YOU A REGISTERED VOTER? [X] YES [] NO

IF YES, NAME COUNTY YOU ARE REGISTERED IN: Orange County

LIST ALL CURRENT PROFESSIONAL OR COMMUNITY ORGANIZATIONS AND SOCIETIES OF WHICH YOU ARE A MEMBER.

<u>ORGANIZATION/SOCIETY</u>	<u>FROM (MO./YR.)</u>	<u>TO (MO./YR.)</u>
OC Behavioral Health Advisory Bd	06/27/2023	
NAMI OC Teacher/Support Grp Host	11/2013	
Aliso Ridge Behavioral Health Governing Bd.	10/2021	

WITHIN THE LAST FIVE YEARS, HAVE YOU BEEN AFFILIATED WITH ANY BUSINESS OR NONPROFIT AGENCY(IES)? YES NO As an unpaid volunteer

DO YOU OWN REAL OR PERSONAL PROPERTY OR HAVE FINANCIAL HOLDING WHICH MIGHT PRESENT A POTENTIAL CONFLICT OF INTEREST? YES NO

HAVE YOU BEEN CONVICTED OF A FELONY OR MISDEMEANOR CRIME SINCE YOUR 18TH BIRTHDAY? YOU ARE NOT REQUIRED TO DISCLOSE ANY OF THE FOLLOWING: ARRESTS OR DETENTIONS THAT DID NOT RESULT IN A CONVICTION; CONVICTIONS THAT HAVE BEEN JUDICIALLY DISMISSED, EXPUNGED OR ORDERED SEALED; INFORMATION CONCERNING REFERRAL TO AND PARTICIPATION IN ANY PRETRIAL OR POSTTRIAL DIVERSION PROGRAM; AND CERTAIN DRUG RELATED CONVICTIONS THAT ARE OLDER THAN TWO YEARS, AS LISTED IN CALIFORNIA LABOR CODE § 432.8 (INCLUDING VIOLATIONS OF CALIFORNIA HEALTH AND SAFETY CODE SECTIONS 11357(B) AND (C), 11360(C) 11364, 11365 AND 11550 – AS THEY RELATE TO MARIJUANA)?

YES NO

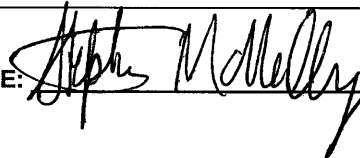
IF YES, PLEASE EXPLAIN AND ATTACH ADDITIONAL SHEETS, IF NECESSARY.

PLEASE BRIEFLY EXPLAIN WHY YOU WISH TO SERVE ON THIS BOARD, COMMITTEE, OR COMMISSION. ATTACH ADDITIONAL SHEETS, IF NECESSARY.

My adult son Jeff, 36, has schizophrenia, on SSI is a county client helped by services. I advocate in the Orange County, So Cal, and CA across boards/ commissions: behavioral health, homeless, housing, suicide, veterans.

DATE: 02-06-2026

APPLICANTS SIGNATURE: _____



CLERK OF THE BOARD OF SUPERVISORS USE ONLY - DO NOT WRITE BELOW THIS LINE

Date Received: _____	Received by: _____			
Date referred: _____	Deputy Clerk of the Board of Supervisors			
To: <input type="checkbox"/> BOS District 1	<input type="checkbox"/> BOS District 2	<input type="checkbox"/> BOS District 3	<input type="checkbox"/> BOS District 4	<input type="checkbox"/> BOS District 5
<input type="checkbox"/> All BOS	<input type="checkbox"/> BCC Contact Person Name _____			

Stephen McNally | [REDACTED]

Personal Behavioral Health Connection

Our family has been affected by severe mental illness. First, I am diagnosed with persistent clinical depression, and my son is diagnosed with schizoaffective disorder with bipolar features combined with substance abuse. We are grateful today; we have restored all relationships.

When my son was diagnosed with a severe mental illness, I became an advocate for mental health services by immersing myself:

- Learning to navigate the county services: our family has been lucky in many ways, particularly in receiving available resources.
- Expanding my mental health knowledge by attending workshops and taking classes, including a 70 Hour Family and Peer Specialist course offered through National Alliance for Mental Illness California (NAMI CA).
- Sharing knowledge and hope as a teacher for National Alliance for Mental Illness (NAMI), Family to Family 12-week course teacher and hosting a bi-weekly NAMI support group.
- Advocating for mental health services through active participation and providing public comment at the state and local boards/commissions.
- Certificates: Mental Health 101 Adult and Youth, NAMI CA Family / Peer Specialist, NAMI Family to Family Teacher, NAMI Support Group Facilitator
- Boards and Commissions: Appointed Orange County Behavioral Health Advisory Board (Appointed 09/11-18, Reappointed 3/10/21 through 3/9/24).

Business and Marketing Management:

Broad marketing perspective gained from client-side marketing, advertising agency Developed and implemented consumer marketing programs within 25 product categories covering 43 brands, some as large as \$100 million. Achieved goals on time by identifying the process steps and the required resources. Comfortable contributing as either the leader or a team member within diverse and changing work environments: advertising agencies, corporate and regional marketing departments, internet start-up, and a direct sales call center.

Advertising	Customer Satisfaction	Product Positioning
Budget Setting	Direct Sales	Process Facilitation
Business Management	Market Planning	Resource Allocation
Creative Development	Media Planning/Buying	Retail Operations
Communications Plans	Merchandising Programs	Target Marketing

Stephen McNally | [REDACTED] | [REDACTED] | [REDACTED]

Work History:

Retired- Mental Health Advocate Founded [REDACTED]	2013-
Semi-Retired: [REDACTED]	[REDACTED]
[REDACTED], Direct Sales Agent	2005-2009
[REDACTED], Financial Advisor	2004-2005
[REDACTED] Research Frontline interviewer	2001-2004
[REDACTED], Webcasting Advertising /Marketing NASCAR, Warner Music	1998-2001
[REDACTED] (National/Regional)	1989-1998
[REDACTED] /LA, VP Associate Media Director	1978-1989

Selected Accomplishments:

- Achieved \$450 million region sales objective by leading Chiat Day advertising agency plus internal resources to develop and implement a \$10 million regional marketing budget.
- Facilitated separate manager and staff cross-functional department groups to identify retail process improvements and building relationships resulting in annual sales growth (40 % Fixed Operations and 12% Vehicle Sales).
- Created a targeted direct marketing model that achieved more significant cable television impact and cost savings by buying a smaller number of Los Angeles cable television systems that covered 60% of sales targets within 15% of market geography.
- Managed a Kimberly Clark and Kraft \$10,000,000 media partnership across two agencies allowing two regional test products to use national magazines without paying regional premiums.
- Collaborated with Information Technology group to make main frame data accessible in a user-friendly excel format allowing automation and expansion of business management reporting plus adding a new dealer consulting role without increased headcount.
- Broadened the entry-level Infiniti G20 product positioning that convinced senior management to compete in a larger volume middle segment (Camry and Accord), helping the division achieve the segment objective.
- Oversaw Chiat Day Los Angeles newspaper negotiations that reduced region cost by \$1,000,00 (50%); increased retailer focus on brand value rather than price messaging.
- Selected by Auto Club management to bind up to \$50 million for personal umbrella policies without prior underwriting approval.
- Selected to be on the Gallup Premier team (top ten percent) based on production capacity and employee engagement Bank of America, CHW, HCA, Triad, Wells Fargo, Walmart.

Education:

Florida State University Finance BS