

Executive of the Year

James Branciforte

Lifetime Assistance Inc. will celebrate its 30th year next month. James Branciforte, its president and CEO, is marking his 20th year with the Chili non-profit, which provides services to some 1,800 Monroe County residents with developmental disabilities.

Lifetime Assistance has grown sevenfold since Branciforte became its top executive in 1988.

"The growth has been driven by a community need for support services," he says. "The success is built upon our track record of responding to those families. We've be-

come a significant player, and a real asset, in the disabilities field in this community."

Lifetime Assistance employs more than 1,200, up from 278 in 2003, with an annual budget of \$50 million in 2007.

"Mr. Branciforte's leadership and expertise (have) guided the organization through very successful multi-year periods of rapid growth with financial stability and fiscal strength," noted Kathleen Kiernan, executive director of the Lifetime Assistance Foundation, in her letter of nomination.

Branciforte, 50, was born in Warsaw, Wyoming County. He came to Lifetime Assistance from People Inc. in Buffalo, where he was a senior manager.

"Lifetime is very special and unique," he says. "It's a deeply caring organization that's full of energy, creativity and fun. It really can be magical at times. We are helping people to realize their dreams—and occasionally a miracle."

—Tom Adams



Photo by Kimberly McKinzie

Marking his 20th year with Lifetime Assistance, James Branciforte has seen the non-profit's staff grow from 278 to 1,200.