Life
times

Winter 2012 | Published Triannually | Volume 6

PICTURED: Sam Snyder and Devin Anderson

the power of Music

See page 4

Lifetime Assistance Inc.
Serving People with Developmental Disabilities since 1978
It is a pleasure to share this newest *Lifetimes*. Given our fast-paced days and ever-changing world, it may be refreshing for you, as it is for me, to take a moment and note the tremendously valuable work occurring at Lifetime Assistance. In today’s challenging economic environment, and amidst major public policy changes underway, it is reassuring to read of Lifetime’s exceptional accomplishments and to recognize that with persistence, high energy and constancy of purpose, our Lifetime community continues to thrive.

Coinciding with National Disability Employment Awareness Month, you will read of individual employment successes and progressive area employers who embrace inclusive hiring practices.

You will also read of nine Lifetime VIP Special Olympians who rubbed elbows with Mr. Tim Shriver, Special Olympics Chairman and CEO (and son of Special Olympics founder Ms. Eunice Kennedy Shriver), at the recent Golisano Foundation Health Care Awards luncheon.

In the true spirit of giving, Lifetime’s fundraising campaign, which features a community collaboration with Hochstein School of Music, has received a tremendous boost from Rochester-based Burke Group, with a challenge grant that doubles the value of every gift received, up to $25,000! As you consider your philanthropic passions this season, we invite your participation in this matching gift opportunity.

Tremendous generosity of spirit is evidenced throughout this *Lifetimes*, from individuals, businesses and foundations investing in Lifetime’s mission, to volunteerism as exemplified by the outstanding Board service of Ms. Mary Squires, who was selected by her peers as “2012 Board Member of the Year.” To each of you who touch the lives of our friends, neighbors and family members with developmental disabilities, we extend our deepest gratitude and wish you a new year filled with contentment, joy and love.

Each year, the Lifetime Assistance Board of Directors selects one of its own to honor for outstanding commitment and efforts on behalf of individuals with developmental disabilities. This year’s honor went to Board Treasurer Mary Squires. Mary was first appointed to the Board in 2005, and is a member of the Lifetime Assistance Foundation Board.

Thank you, Mary, for your exemplary leadership and dedication to Lifetime’s mission.

We are pleased to welcome Rebecca Roberts-Ziobrowsky as Coordinator of Quality Assistance. Rebecca comes to us with many years of experience in quality assurance. She will be responsible for the implementation and ongoing operation of agency-wide self-assessment and quality enhancement systems. Rebecca will lead in the agency’s work in achieving top-tier quality status with New York’s Office for People with Developmental Disabilities (OPWDD). Rebecca can be reached at (585) 784-3099 or rebecca.ziobrowsky@lifetimeassistance.org.

**LIFETIME REINFORCES THE HIGHEST QUALITY OF SERVICES**

**Rebecca Roberts-Ziobrowsky**

*Coordinator of Quality Assistance*

We are pleased to welcome Rebecca Roberts-Ziobrowsky as Coordinator of Quality Assistance. Rebecca comes to us with many years of experience in quality assurance. She will be responsible for the implementation and ongoing operation of agency-wide self-assessment and quality enhancement systems. Rebecca will lead in the agency’s work in achieving top-tier quality status with New York’s Office for People with Developmental Disabilities (OPWDD). Rebecca can be reached at (585) 784-3099 or rebecca.ziobrowsky@lifetimeassistance.org.

**MARY SQUIRES SELECTED AS LIFETIME BOARD MEMBER OF THE YEAR**

Each year, the Lifetime Assistance Board of Directors selects one of its own to honor for outstanding commitment and efforts on behalf of individuals with developmental disabilities. This year’s honor went to Board Treasurer Mary Squires. Mary was first appointed to the Board in 2005, and is a member of the Lifetime Assistance Foundation Board.

Thank you, Mary, for your exemplary leadership and dedication to Lifetime’s mission.
The Gift of Craftsmanship

For those who don’t work with wood, turning a chunk of old tree into a chair or picnic table seems like magic. At Air Park Day Services, magic happens!

Ernie Arnold is in charge of Air Park’s woodworking area and provides stringent training and safety rules to those who use it. Pine, cherry, cedar, oak and other woods are generously donated by Matthews and Fields Lumber. Workshop participants craft pieces into functional and decorative bookshelves, bird houses and Adirondack chairs, which are then sold from a catalog and at local craft sales.

Workers take great pride in their creations. “It’s a great program and one that provides countless benefits to the individuals we support,” says Coordinator Nate Zelesnikar.

If you would like more information about purchasing wood crafted items, please call Ernie Arnold at (585) 429-1658.

Lifetime Special Olympians Guests of Honor at Luncheon

In October, representatives from Lifetime Assistance Inc. were invited to the Rochester Plaza Hotel for the 2012 B. Thomas Golisano Foundation Leadership Awards Luncheon.

Tim Shriver, Chairman and CEO of Special Olympics International, spoke passionately about the need for improved healthcare to persons with developmental disabilities as he accepted an extraordinary and generous $12 million donation by B. Thomas Golisano to strengthen the Special Olympics Healthy Athletes Program. The Program is the world’s largest public health screening and education program for people with intellectual disabilities, who represent one of the most medically underserved populations in the world.

Lifetime Assistance is extremely proud of our long-standing relationship with Special Olympics and all of our amazing athletes who participate in the many different events.
Some people believe that “music is what feelings sound like.” What a profoundly true statement, especially for those people receiving services from Lifetime Assistance who attend music classes with instructors from Hochstein School of Music and Dance. Close to 100 people participate each week and have the pleasure of interacting to different types of music, playing instruments and singing. “The benefits are immeasurable,” says Amy Mitchell, Director of Day Services at Lifetime Assistance. “Music helps with movement, speech, attention to task, group activity participation and music appreciation. Plus, it’s just plain fun.” Sharing the experience of performing together creates new connections between mind, body and spirit. This is not only a wonderful experience for the participants, but also for the instructors at Hochstein.
The theme for this year’s LAFFs (Lifetime Assistance Family and Friends) 21st annual picnic seemed to be “go big”!

The venue was big – Total Sports Experience on Elmgrove Road – the crowd was big – over 1,200 people – and there was big fun, as participants enjoyed picnic foods, a raffle with 27 different chances to win, games and music provided by DJ Music Tonight Productions. The dance floor was packed with people rocking out to everything from Frank Sinatra to Pink. Donations of canned goods were accepted and over 500 pounds of food were collected to benefit needy families this holiday season. As it is every year, the LAFFs picnic was a BIG success!

TOP: Marianne Thomas, Tamara Taylor, Nancy Ballaron, Erynne Gibbs, Charlene Detsch, Kiara Vollick and Tracy Henry
INSET: Joseph, Carol and Mike Peworchik
BOTTOM: Ann Boehly, Scott Keller and Andrea Benitez
LAICO Industries Celebrates
National Disability Employment Awareness Month

In October, LAICO Industries, the vocational division of Lifetime Assistance, honored four businesses and a local foundation for their support and dedication to employing people with developmental disabilities. LAICO employs people with disabilities and offers much needed services to businesses in Monroe and surrounding counties through secure document management and shredding services, along with contracts in light manufacturing, assembly and packaging.

Awards were presented in the following categories:

Supported Employment Recognition Award
*C.P. National Enterprises, owners of local McDonald’s restaurants*

Benefactor Award
*The Davenport Hatch Foundation*

Work Center Customer Appreciation Award
*Tucker Printing*

Classified Shredding Services Customer Appreciation Award
*Excellus BlueCross BlueShield*

Partnership Award
*Aramark Food Service*

If you’re interested in providing employment to individuals with disabilities, or would like to learn more about the services LAICO Industries offers, please contact Marty Reeners at (585) 426-4120 x3188 or marty.reeners@lifetimeassistance.org. lifetimeassistance.org/business
As part of National Disability Employment Awareness Month celebrations in October, Lifetime Assistance honored the work of two of our most committed Work Center employees, Ms. Diana Gravino and Ms. Betty Browne, for 30 years of dedicated service. We appreciate the example set by their impressive commitment, outstanding work ethic and stellar achievements. Congratulations to Diana and Betty!

David was first introduced to Lifetime Assistance through the BOCES work study program in 2004. Since then, he has worked his way up through increasingly challenging assignments. He now accompanies CSS drivers on deliveries and receives many compliments for his professional manner and outstanding customer service. David also works several days a week in the community, participates in Lifetime’s ETP (Employment Training Program) Boot Camp and volunteers at a local animal shelter.

The Joslin Award ceremony and presentation are part of National Disability Employment Awareness Month, which emphasizes the importance of training and paid employment to people with disabilities. Lifetime Assistance President and CEO James Branciforte says, “The self-esteem and pride that come from doing a job well and earning a living are an important part of a full, meaningful life for each of us.” As the Joslin Award attests, David Jenks is a shining example of a “job well done.”

National Disability Employment Awareness Month Joslin Award

PICTURED: From left: David Jenks; Margie Werder (NYSID Western NY Account Representative); David Jenks and Marty Reeners.
Perspective

In keeping with the holiday season, the theme of this issue of Lifetimes is "giving." At this time of year, giving in one form or another is on everyone's mind. Here at the Lifetime Assistance Foundation, giving is our theme all year round!

We are humbled by the generous contributions of "time, talents and treasure" from our corporate sponsors and donors, Board members, friends, family members, employees, volunteers and community members. With your support, we are able to provide quality care and support that focuses on meaningful, fully engaged lives of dignity and worth for persons with developmental disabilities. I am always eager to hear from those who would like to partner with us in this important work.

Please call me at (585) 784-5002 or contact me by email at jenna.vanthof@lifetimeassistance.org.

Jenna VanThof

Foundation Scholarships

Six scholarships were awarded by the Lifetime Assistance Foundation to employees who are continuing their education, while helping the individuals we support realize the opportunities of a lifetime. Two additional scholarships were made possible by donations from the Sperandio and Kleiman families.

BACK ROW: Kay Wood, Ph. D. (Scholarship Committee Member), Stacy McCum, Jessica Cahill, Rita Wager (Scholarship Committee Member), Keisha Smith, Margery Fitzsimmons, Mary Squires (Scholarship Committee Member) and Don Furey, Ph. D. (Board Chairman)
FRONT ROW: Teresa Shannon, Lindsay Scott and Tina Gallo

Uplifting Gifts

Dr. and Mrs. Anders, whose son Karl lives in our home in Hamlin, made a generous donation to the home. This year, a portion of their gift will enable the purchase of a therapy tub. This specialized piece of equipment allows residents of the home to have increased accessibility and privacy, as well as a therapeutic hydrotherapy experience. This improvement to the home is much appreciated by residents, staff members and Lifetime Assistance. A warm thank you to Dr. and Mrs. Anders for their kind and thoughtful gift.

PICTURED: Dr. and Mrs. Anders
The Sperandio Family Foundation has designated their very generous $125K gift to fund high-technology accessibility and mobility equipment including lift systems, automatic doors, track systems and accessibility renovations to several homes. The gift is a major step forward in Lifetime’s efforts to achieve manual-lift-free services, funding 29 projects in 15 homes. Accessibility and mobility technologies will significantly improve our ability to support individuals with physical demands, with increased respect and dignity. Lifetime’s mission is further advanced by promoting opportunities to “age at home,” and promote independence.

We are deeply grateful to the Sperandio Family Foundation for understanding the critical importance of this initiative and the tremendous impact it will have on the lives of the individuals we serve.

PICTURED: Bob and Jackie Sperandio

Community Steps Up to Make Holidays Brighter

Many area businesses have given generously to Lifetime Assistance’s annual Holiday Appeal, donating such items as gift cards, clothing and toys to help make the holidays brighter for people with developmental disabilities. As a result of these generous gifts, many children and adults will have a little more sparkle in their eyes this holiday season. Thank you to all our donors for their truly heartwarming contributions.

Attitude’s Hair Design & Spa
Bristol Valley Theater
Castaway’s Restaurant
Cheesy Eddie’s
Chili’s Grill & Bar
Cinemark Tinseltown USA
Colie’s Café
Corning Museum of Glass
Darien Lake
Delta Sonic
Diamonds Limousine Service
Downstairs Cabaret Theatre
The Fox Inn Bed & Breakfast
Full Belly Deli
The Garden Factory
Greek Peak Mountain Resort
Isaac Heating & Air Conditioning
Johnson House
Lift Bridge Book Shop
PGA Championship 2013
Pomodoro Grill & Wine Bar
The Rabbit Room
Rochester Museum and Science Center
Rochester Red Wings
Rochester Rhinos
Salena’s Mexican Restaurant
Seabreeze Amusement Park
Seneca Gaming Corporation
Target – Marketplace Drive
Total Sports Experience
The Victorian Bed & Breakfast
Zweigle’s

*All donations received after November 9, 2012 will be recognized in the next issue of Lifetimes.
Thanks to funding from the Federal Home Loan Bank of New York, The New York State Office for Persons with Developmental Disabilities and First Niagara Bank, the $200,000 renovation project for 12 apartments got underway earlier this year.

“It’s all about having a nice place to live,” says Ernie Haywood, Vice President of Residential Services at Lifetime Assistance. “With 40 being the average age of our residents, we needed to plan long-term for these renovations. What will their needs be in five years, ten years? How can we make these apartments a safe and comfortable place for them to live?”

The renovations include new roofs on all of the buildings, new exterior apartment doors and new energy efficient storm doors. Kitchens have been renovated with new cabinets and countertops, and bathrooms were updated to be completely accessible, including roll-in showers, lower profile vanities and sliding access doors.

The Community Room has been equipped with new heating and air conditioning, and all of the apartments have received fire safety upgrades.

“Providing these enhancements improves the quality of life for the individuals we support at the Clarkson apartments. This will allow the individuals to remain in their homes for as long as they choose.”
The Lifetime Assistance AKTION Club volunteered to prepare and serve a meal for the residents at the Ronald McDonald House.

Congratulations to Adriona Byrd, Assistant Manager at the home on Beaman Road, Ashley Milliman, Community Living Instructor at the home on Chili Avenue and Paul Moore, Community Living Instructor at the home on Leibeck Road for being recognized by the NYS Office for People with Developmental Disabilities as “Extraordinary Caregivers.”

Thank you so much to 92.5 WBEE for providing a free tour of the radio station to folks from the Lowry Center, Clarkson and LeRoy day programs.

Thanks to the Hamlin Station Bar & Grill for selecting Lifetime Assistance as the beneficiary of the annual Hamlin Music Festival and Car Show. More than $3,300 was raised to support our homes in Brockport, Hamlin and Clarkson.

Endowment
Mr. John F. Burke
Burke Group
Mr. Richard Cardarelli
Ms. Mary Lou Cassin
Dr. and Mrs. Richard Chu
Ms. Josephine DeFeo
Ms. Ellen Kimbrough
Mr. and Mrs. Raymond Klafeln
Ms. Janet Klamm
Mr. and Mrs. Lenard Metzger
Ms. Judy Porter
Ms. Marjorie Osterhoudt

In Memory of…
DALE BALDWIN
Mr. James S. Branciforte

JANE BRANCIFORTE
Ms. Elizabeth Hardy

LOUISE ANN DEFEO
Ms. Josephine DeFeo

JOHN GOULD
Mr. and Mrs. John Himmelsbach
Mr. and Mrs. Joseph Peworchik

VINCENT LISTA
Mr. and Mrs. Dale Burrell
Ms. Joan Smith

DEMETRIUS MAXEY
Mr. James S. Branciforte

JOHN McALLIAN
Ms. Josephine DeFeo
Mr. and Mrs. Ralph Hill

ANTIONETTE MANILLO
Ms. Josephine DeFeo

LEO F. AND IRENE B. RIGNEY
Ms. Monica Rigney-Yoggy

John Scharf
Mr. and Mrs. Richard Ziegler

Richard Schmidt
Ms. Mary Beth Piccola
Mr. James S. Branciforte

Russell Smith
Mr. James S. Branciforte

Carlo Tripi
Ms. Josephine DeFeo

Group Homes
Dr. and Mrs. Marion Anders
Mrs. Shirley Gaupp
Mr. and Mrs. James Jackling
Mr. Alfred L. Keldorff
Mr. and Mrs. Joseph Palumbo
Mr. and Mrs. Larry Senftleben
Mr. Donald Vandemortel

LAICO
Mrs. Hildegarde Mitchell

Grants
B. Thomas Golisano Foundation
Sperandio Family Foundation

All donations received after November 9, 2012 will be recognized in the next newsletter.
Help us save trees and money!

Request to receive your newsletter online. Contact kimberly.cenzi@lifetimeassistance.org

SAVE THE DATE!
The Gates-Chili Chamber of Commerce Golf Tournament to Benefit Lifetime Assistance

August 19, 2013
Brook-Lea Country Club

Lifetime Assistance Inc.
425 Paul Road
Rochester, New York 14624

Could you or someone you know become an excellent member of our Residential Services Team?

Lifetime Assistance is committed to hiring compassionate, caring and enthusiastic employees. By joining our team, YOU can make a difference in the lives of people with developmental disabilities and provide opportunities of a lifetime. Apply today at www.lifetimeassistance.org or by visiting us at 425 Paul Road to complete an application.

Also, you could truly help Lifetime Assistance by sharing this invitation with all of your colleagues on facebook. Visit Lifetime’s page at facebook.com/lifetimeassistance.