Project SEARCH Completes a Second Successful Year

Project SEARCH, an extraordinary collaboration between Wegmans, Monroe #1 BOCES, and Lifetime Assistance, has completed a second successful year achieving its primary goal to provide competitive employment for people with developmental disabilities. Project SEARCH is a nationwide high school transition program for 18- to 21-year-olds with development disabilities, providing a total workplace immersion, facilitating a seamless combination of classroom instruction, career exploration, and hands-on training through worksite rotations.

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This *Lifetimes* highlights tremendous, high-spirited progress occurring throughout our Lifetime Community over recent months. The success and strength of Lifetime's extraordinary services, as chronicled in this *Lifetimes*, are especially noteworthy, given the challenging economic times and major public policy changes afoot.

Lifetime Assistance is very pleased to announce the re-election of our exemplary Board Officers, whose leadership and commitment to exceptional services has been a key driving force at Lifetime Assistance for many years. Lifetime's mission-in-action is highlighted by remarkable accomplishments in employment, and in creative and entrepreneurial services, supports and new technologies. Of particular note is the personal dignity, respect and independence that will be realized as a result of Lifetime's determination to use 21st century technologies to achieve “zero manual lifting” for affected individuals, across all services.

You will read of the vitality of Lifetime’s services and our tremendously engaged Lifetime Community. We are particularly appreciative of the extraordinary contributions made by front-line direct support professionals, who deliver upon our mission of service every day. To each of you who join us in touching the lives of friends, neighbors, and family members with developmental disabilities, we extend our deepest gratitude.

*Congratulations to the recently elected officers of the Lifetime Assistance, Inc. Board of Directors.*

**Don Furey, Ph.D.**  
*Chairman*

Dr. Furey was elected to the Board in 1992. He is retired after completing 18 years as the Division Director of the Chemical Quality Services Division at Eastman Kodak Company. Dr. Furey is also a member of the Lifetime Assistance Foundation Board of Directors.

**Donna J. Lowry**  
*Vice-Chairman*

Ms. Lowry is a founding Board Member. In the fall of 1978, her son Greg was one of the first to benefit from Lifetime Assistance services. Ms. Lowry is retired after completing 20 years as Coordinator of Physically Handicapped Children’s Program at the Monroe County Health Department. Ms. Lowry is a 2007 recipient of the National Jefferson Award for Public Service and past recipient of the nation’s highest care giving recognition, the Roslyn Carter Award.

**Mary Squires**  
*Treasurer*

Ms. Squires was appointed to the Board of Directors in 2005. After 23 years at Chase Manhattan Bank, in 2005 Ms. Squires enjoyed a few weeks of early retirement before joining Kodak and currently holds the position of Benefits Accounting Manager. Ms. Squires is also a member of the Lifetime Assistance Foundation Board of Directors.

**Cathy Houston-Wilson, Ph.D.**  
*Secretary*

Dr. Houston-Wilson was appointed to the Board of Directors in 2000. Dr. Houston-Wilson joined the College at Brockport in 1993 and is the Associate Department Chairperson of Kinesiology, Sport Studies, and Physical Education. Throughout her career, Dr. Houston-Wilson has focused on adaptive recreation and sport activities for individuals with disabilities.

*James Branciforte* ———-

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Remembering Friends

George Todd, who passed away in March, was a dedicated member of the Lifetime Assistance, Inc. Board of Directors for more than 17 years.

George’s congenial nature and unconditional support of Lifetime’s mission were consistently demonstrated by his devoted advocacy on behalf of individuals with developmental disabilities. He will be greatly missed by his colleagues, friends, and the entire Lifetime Assistance family.

Lifetime is saddened by the loss of a dear friend and agency founder, Vinnie Lista, who passed away after a brief illness.

Vinnie and his wife Doris were founding members and lifelong supporters of Lifetime Assistance. Vinnie will be remembered fondly for his friendliness and charm, as well as for serving generous helpings of pasta to his extended Lifetime family and friends at his Brockport restaurant. VinnieLista volunteered for many years as chef at Lifetime’s “Spaghetti Dinner” event and was “grillmaster” and featured chef at the annual Family and Friends picnic.

A Visit from NYS Assemblyman Felix Ortiz

New York State Assemblyman Felix Ortiz, Chair of the Assembly Committee on Mental Health, recently toured LAICO Industries & Services, which employs nearly 300 individuals with developmental disabilities.

Assemblyman Ortiz is a recognized advocate for New York’s most vulnerable citizens including children, immigrants, and individuals with developmental disabilities.

“We were thrilled to host Assemblyman Ortiz,” said James Branciforte, Lifetime’s President & CEO. “His visit represents a strong commitment in assuring that quality services remain available to New York’s citizens with developmental disabilities.”

“Lifetime Assistance exhibits a leading edge in innovative services of the highest quality including job opportunities, greater independence, and community inclusion for citizens with developmental disabilities,” said Assemblyman Ortiz of his visit to Lifetime.
The horse, a low-tech mode of transportation, and the iPad, a high-tech electronic tool, may seem to have little in common, yet both are improving the quality of life for individuals with developmental disabilities.

iPads are enhancing people’s communication levels and independence. iPads can be used to strengthen individual skills such as communication, reading, and sensory skills, and provide numerous academic applications. They can also be used in a group setting. By integrating iPad technology with large screen HDTVs, groups can interactively learn about science, history, math, and reading.

Lifetime’s Literacy Program, established in 2005, has empowered many to make significant accomplishments in reading, writing, and speech, and the iPad builds on that success. Brian Lloyd, who attends Chili Day Services, enjoys his participation in the program and is especially enthusiastic about reading skills acquired using the program’s new iPad.

The iPads are not just for reading, however. As Amy Mitchell, Director of Day Services, explains, “We use several applications to promote visual stimulation and cause-and-effect skills such as ‘Talk n Photos,’ ‘Ilovefireworks,’ and ‘Glowdraw.’ The applications are highly interactive for individuals with all levels of skills and abilities,” she says, pointing out that “Most all individuals we support can use the iPad. There are applications specifically for individuals with autism and tools that allow people with limited use of their hands to activate the touch screen.”

There has been immense growth in the people who have incorporated the iPad into their daily routine, increasing their level of communication, independence, and social interaction. Clearly, for some folks, high tech is the way to go!
As wonderful and ingenious as iPads are, sometimes nothing is better than good, old-fashioned fresh air and exercise.

Lifetime Assistance, in cooperation with the Equicenter, has embarked on a unique form of supportive service at the William & Mildred Levine Ranch in Honeoye Falls. Six individuals from Lifetime enjoy the thrill of riding a horse while receiving the benefits of a complete physical therapy workout.

The program runs for eight consecutive weeks and is demonstrating remarkable success.

Participants enjoy contact with the beautiful animals when petting, brushing, and feeding them, and the horses thoroughly enjoy all the care and attention. Participants feel a sense of accomplishment for their work with the horses and enjoy getting to know the wonderful people at the Equicenter.

The riding program is good exercise disguised as good fun, as the smiles and excitement each week attest. “I have enjoyed meeting new people at the Equicenter and learning how to groom and feed the horses,” says participant Joan Gonzales.

This unique Lifetime opportunity has been made available through a generous gift from Russ & Joanne Phillips. Thank you for making a significant difference in the lives of people with developmental disabilities.
Excellus BlueCross BlueShield of Rochester has awarded Lifetime Assistance a generous $10,000 grant for electromechanical lift equipment. This donation kickstarts Lifetime’s $250,000 fundraising campaign to achieve a goal of “no manual lifting” and will improve overall accessibility and mobility of individuals in Lifetime Services. Additionally, the new state-of-the-art lifting and transfer equipment will reduce injury among employees and increase safety, stability, and quality of life for those with mobility limitations, providing newfound independence and dignity.

“Lifetime Assistance takes great pride in improving the quality of life for our friends and neighbors with developmental disabilities,” said James Branciforte, Lifetime Assistance president and CEO. “We are grateful to Excellus BCBS for joining with us to advance technologies that expand opportunities for health, wellness, and individual well-being.”

The Excellus BCBS grant will be used to purchase two lifts for Lifetime’s Day Services at 425 Paul Road.

PICTURED: Michelle Clor, Certified Occupational Therapist Assistant and Toya Torrance, Community Integration Assistant with Hayley Brandes

The Chili location serves 105 individuals whose mobility needs are increasing.

Lifetime extends tremendous thanks to Excellus for fully supporting service advancements in achieving Lifetime’s “zero manual lift” goals.

PICTURED: Deb Argus, RN and Amoad Hanna

Deb Argus, RN has been awarded the fourth annual Joanne Mills Award for Nursing Excellence. Nominated by her Lifetime nursing peers, Deb is described as patient, sincere, and devoted to enhancing the lives of the individuals with whom she works.

Established in honor of Joanne Mills, RN, a former Lifetime Assistance Associate Director for more than 24 years, the award is presented annually to a registered nurse who consistently demonstrates outstanding nursing practices in the field of developmental disabilities. We are extremely proud of Deb for this remarkable achievement.

“Deb goes out of her way to make sure we all are healthy and strong,” says Amoad Hanna, who lives at the home on North Greece Road.

PICTURED: Deb Argus, RN and Amoad Hanna

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United Way Day of Caring 2012

“Caring” was abundant in and around Lifetime Assistance properties during this year’s United Way Day of Caring as community volunteers from some of Rochester’s most prestigious companies joined forces to apply some “elbow grease” to our residential sites and facilities. Over 160 dedicated volunteers spent the day painting, staining, gardening, power washing, and assembling outdoor furniture at our 15 residential and Day Habilitation sites.

Many Day of Caring volunteers continue to support our programs and become lifelong friends of Lifetime Assistance. We deeply appreciate the efforts of these remarkable volunteers and their community-minded companies.

A heartfelt thank you to Day of Caring volunteers from the following companies:

- Bausch & Lomb
- The Bonadio Group
- Carestream Health
- Daymon Worldwide
- Eastman Kodak Company
- Fibertech Networks, LLC
- Harter Secrest & Emery, LLP
- Ortho Clinical Diagnostics
- Xerox Corp.

Reporting for Duty at the Employment Training Program Boot Camp

The Employment Training Program, an internship program administered by the Finger Lakes Developmental Disabilities Service Office, is designed to assist individuals with developmental disabilities in their efforts to become competitively employed. The program provides employers a unique opportunity to employ interns for 12 months, with employee compensation paid through the program. Interns initially work about 15 hours a week and receive “100% job coaching to start,” according to Bob Hickey, Business Development Program Manager. “The sole purpose of the internship is for individuals to transition to employment by the private business in which they are interning,” he says.

In an effort to help with that transition and to provide the greatest opportunity for success, Lifetime has developed “ETP Boot Camp,” an 8-class session in which interns are evaluated for their job readiness. Bob explains that “The classes help interns develop a greater understanding of the commitment required for competitive employment as well as fine-tuning their core skills and habits to assist with transition.” Topics include time management skills, good communication, and achieving goals.

This program has already shown solid results. Through ETP, 30 people have been placed in paid internships and 12 have been hired at the completion of their internships. Their success is our success!
Robert Jenks, who started his career at LAICO Industries & Services work center in 2002, has been successfully employed at SUNY Brockport since August of 2011. His journey in the work center began as a summer work-study placement from BOCES. After two short years, he entered community-based employment because of his superb performance and energetic attitude.

Over the next few years, Robert developed and perfected his skills in the housekeeping department at the Super 8 Motel and was ready for new challenges and a full-time opportunity. With his quality of work, team-player attitude, and perfect attendance he was able to secure a full-time position in the dining hall at SUNY Brockport, where he is currently highly appreciated by his supervisor, Jess Marks, who says, “Robert has proven himself to be a valued member of our team. He is willing to train others, volunteers to take on additional responsibilities during his shift, and is a truly committed employee. The management team and his co-workers believe that Robert’s future will be filled with success.”

For his part, Robert says, “I have enjoyed working in different environments and learning new skills on the job. Things have worked out for me so far and Lifetime has been great over the years!” Way to go, Robert!

The local collaboration is coordinated by the Institute for Innovative Transition, a partnership of the Golisano Foundation and the University of Rochester’s Strong Center for Developmental Disabilities and Warner School of Education. It has additional support from ACCES-VR (Adult Career and Continuing Education Services-Vocational Rehabilitation) and OPWDD (the Office for People With Developmental Disabilities). The cornerstone of Project SEARCH is its premise that individuals become totally immersed in a large business environment. Students report to the host business five days a week to learn employability skills in the classroom and develop hands-on job skills. “Immersing students in this fashion gives them the best chance for success,” explains Jeanne Stewart, Lifetime’s Job Coach, who with Special Education teacher Cindy Martens and associate teachers Leslie Glende and Cynthia Wyman from Monroe BOCES #1 are key members of the collaboration. This year the program expanded to three Wegmans locations: Calkins Road, Marketplace on Hylan Drive, and the Ridge-Culver store.

Students start their day at the Calkins Road store with classroom instruction before heading to their worksites. Julie Christensen, LMSW, the program’s coordinator, explains, “Over the past two years, students have worked in thirteen different departments at Wegmans! The program has been very successful, boasting an 83% placement rate for the 2010-2011 class.”

“Project SEARCH is one of the best programs I have ever seen in providing real opportunities for growth, employment, and lifelong success to individuals. The standards are high, and the follow-through and training provided by Project SEARCH are phenomenal.”

Wegmans Store Manager Charlie Duerr
Fresh Renovations Support Long-term Relationships

Enduring friendships, stability, and an abiding sense of place are important to everyone.

Lifetime Assistance’s “Age-in-Place” initiative is designed to allow people to remain in their homes as long as possible, rather than being separated from the friends and housemates with whom they have shared celebrations, milestones, and the ups and downs of everyday life for many years. “These lifetime friendships are critically important to the well-being and sense of family that we all enjoy,” explains Ernie Haywood, Lifetime’s Vice President of Residential Services and Development. The Age-in-Place initiative recently celebrated another landmark with the completion of new renovations to the home on South Avenue in Brockport.

The ten men and women who share the home will welcome friends, family, and neighbors to the grand opening celebration on September 18. Renovations included the addition of four single fully-accessible bedrooms, an accessible bathroom, and a ramp onto the first floor, making the entire home more manageable and practical. “These renovations now allow four individuals who have ambulation challenges to remain living at the home where they have lived together for over 20 years,” says Mr. Haywood.

Mrs. Ruthann Kuhn, mother of long-time resident Suzanne Kuhn, is very happy that Suzanne can stay in the place that has been her home for over 30 years, and is particularly pleased that Suzanne will have her own bedroom on the first floor.

The South Avenue renovations were made possible through a HOME grant from the County of Monroe.

All are welcome! When: Tuesday Sept. 18 Time: 4:30-7:00 pm Where: 83 South Avenue, Brockport

Be sure to stop by on Open House day and see all the improvements!
A warm thank you to the Brockport Wegmans for making it possible for the home on Chili Ave. to purchase two iPads and for Lifetime’s Community Recreation Program to purchase supplies for their Thursday night cooking classes.

The May Community Shred Day, hosted by Classified Shredding Services, hit record-breaking numbers! The CSS team collected 64 totes from 196 attendees, weighing over 15,000 lbs.

Lifetime has been awarded a grant from the Federal Home Loan Bank of New York for renovations to the Clarkson apartments. The renovations include replacement of the roofs on all five buildings, new kitchens in eight units, new bathtubs or roll-in showers in several units, new HVAC systems for the community room, upgrades to the fire alarm system, and the installation of automatic door openers in three units.

Much gratitude to the Ronald McDonald House Charities for a $5,000 grant to support the Lifetime Assistance Family Reimbursement Program.

Picture Perfect

Charles Tremblay of Ridge Road has been an avid photographer for over a decade. Each year his photos become more impressive. Through his photos, Charles shows viewers a unique perspective on the world.

Charles’s work was selected for a local spring exhibit where he was as happy to show his pictures as others were to see them. He selected a variety of shots, with flowers, nature, and vacation pictures from his trip to Hawaii. Some of his best shots were sold. Charles said, “I enjoyed meeting new people, being able to show off all of my favorite photos, and most of all I enjoyed being able to sell my art work to the public.” Congratulations to Charles on a successful show, and many thanks for sharing your vision and creativity with others.
Frank Shorter, 1972 Olympic marathon gold medalist, gave a spectacular motivational speech and joined with over 700 people of all ages and abilities in “taking flight” in Lifetime’s Airport 5K run, sponsored by Wegmans Food Markets.

The event, conducted in collaboration with the Greater Rochester International Airport and Monroe County Executive Maggie Brooks, raised over $85,000 to benefit citizens with developmental disabilities supported by Lifetime Assistance.

The Airport 5K is Lifetime’s family-friendly event, offering attendees a chance to participate in a leisurely walk or compete in a challenging run on the actual airport runway! Even younger athletes are able to soar to the finish line during the Kid’s Fun Run.

A special thank you to the Burke Group for presenting Frank Shorter, who commented, “What a unique and fun event, the only one of a kind race in New York State. It was great to see an entire community come together to support individuals with developmental disabilities,” adding, “I will remember this event for a lifetime because I got beat by Monroe County Executive Maggie Brooks in the powerwalk!”

PICTURED (Top): Frank Shorter with Shawn Madigan (Left) and Brian Mann (Right)

PICTURED (Bottom): Frank Shorter with Maggie Brooks
Thank you to our 2012 event sponsors!

16th Annual Gates-Chili Chamber of Commerce Charity Golf Tournament to benefit Lifetime Assistance

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All donations received after
July 6, 2012 will be recognized
in the next newsletter.

www.lifetimeassistance.org
We Had A Ball!

There was a lot of swinging (and a little bit of hooking and slicing!) for a good cause as 100 golfers participated in the 16th Annual Gates-Chili Chamber of Commerce Charity Golf Tournament to benefit Lifetime Assistance. This fun-filled event, featuring WBEE 92.5 radio host Steve Hausmann, took place on Monday, August 6th at Brook-Lea Country Club benefitting Lifetime Assistance! Many thanks to Mr. Hausmann and the Gates-Chili Chamber of Commerce and all of our supporters for their generous efforts with this perennial favorite.

A “Moving” Donation

The Davenport Hatch Foundation, Inc. has awarded Lifetime Assistance a $30,000 grant to purchase a new truck for Classified Shredding Services (CSS).

CSS sales have grown a remarkable 70% since the last truck was purchased in 2009, and Lifetime’s newest business unit, Lifetime Document Management, anticipates 50% growth in 2012. This new truck will enable CSS to expand its document management program and scanning and shredding businesses.

The new truck, clearly identified with the CSS name, will carry greater loads and eliminate multiple runs for out-of-town customers, saving both time and resources. Many thanks to Davenport Hatch for their extraordinarily generous award, providing increased employment opportunities for more citizens with developmental disabilities.