Smokey Robinson gave an electrifying performance at the Lifetime Assistance Foundation’s Annual Inspiration Event at the beautiful Kodak Hall at the Eastman Theatre.

Smokey thrilled the audience with a variety of his gold record hits like *Tracks of My Tears*, *My Girl*, and *I Second That Emotion*. Smokey has been performing for over a half-century after bursting onto the music scene with The Miracles in the 1960’s. Always the consummate entertainer, he captivated the near sellout crowd by orchestrating an audience sing-off, bringing fans to their feet with their hands clapping, toes tapping and voices lifted!

The Lifetime Assistance Foundation is extremely fortunate to have so many dedicated friends who supported our Annual Inspiration Event. *(see page 7)*
Heartlines

**Haywood Joins Legislative Board**

The Genesee County Legislature appointed Ernest Haywood, Lifetime’s Vice President of Residential Services and Development, to the Genesee County Mental Health Community Services Board, effective this past December. He previously served on the Genesee County Mental Health Community’s Developmental Disabilities subcommittee.

**Board Member of the Year**

The Lifetime Assistance Board of Directors selected Dr. Don Furey as Board Member of the Year. This honor recognizes outstanding commitment and effort on behalf of individuals with developmental disabilities. Congratulations on this well-deserved award!

**Best Lawyer**

Congratulations to Lifetime Assistance counsel, James Grossman of Hiscock & Barclay for selection to the 2011 Best Lawyers in America.

**Employee Promotions**

**Pam Price**

Director of Residential Services and Supports

Pam Price has assumed management responsibility for all residential homes and apartments. Pam has consistently delivered quality person-centered services to residents for over 20 years. Her exceptional work ethic and expertise are deeply appreciated.

**Maria Rugg**

Associate Director of Residential Services and Supports

Maria Rugg has been promoted to Associate Director of Residential Services and Supports, overseeing family care, in-home supports and community recreation services. Maria joined Lifetime in 1990 and most recently held the position of Coordinator of Family Care Services.

**Dennis Brown**

Director of Transportation and Facilities Maintenance

Dennis Brown has been named Director of Transportation & Facilities Maintenance. Following nearly 30 years of leadership in residential services, Dennis will bring his extensive experience to this new role.

**James Branciforte**

This *Lifetimes* highlights many remarkable successes realized over recent months. Particularly striking about the news and anecdotes shared, is a sense of certainty and well-being in the lives of individuals in our service, and a strong, affirming message of dignity and inclusiveness in our wonderfully supportive community. From stories of families growing stronger, to individuals expressing their pride and patriotism in support of our troops, to individuals realizing new levels of independence in employment, mobility and college experiences, longevity in careers, and achieving high-school sports hall of fame status, to the strength of our many community and business partnerships, it is obvious that Lifetime is alive and well.

Certainly, we at Lifetime are challenged by the pressures of the economy and by increasing government regulations, mandates and “red tape.” The current challenges have compelled us to take a deep breath and “double down” on our promise of quality lives for our friends and neighbors with developmental disabilities and to tackle problems with renewed vigor, advocacy and unyielding commitment to mission.

To each of you who join us in delivering upon our mission of service and who touch the lives of friends and neighbors with developmental disabilities, and their families, we extend our deepest gratitude, and thank you.

Get the latest information and “like us” at facebook.com/lifetimeassistance
Lifetime Assistance, Inc.’s comprehensive community parenting services has enhanced its support to parents and children with developmental disabilities.

These critical community-based services include in-home one-on-one training in the following skill areas: parenting skills, housekeeping, budgeting, meal planning, grocery shopping, communication, and assisting with medical care for parents and their children. The Lifetime team collaborates closely with schools and other community resources to help parents learn the skills necessary to keep their children healthy and safe.

One young mother with developmental disabilities struggled to maintain a safe and consistent home for her children, moving from apartment to apartment, while trying to ensure her family had enough food. Through support provided by Lifetime’s parenting program, and this young mother’s desire to keep her family together, she has secured a permanent apartment and made it their family home. In addition, she has started a new job and obtained a driver’s license.

“At first it was rough, but with the help from Family Coordination through Lifetime, I have become a better parent and look at things more seriously than I used to. I am cooking nutritious meals for my family and am going to the doctor to continue good health,” said Sharon Daniels, mother of Terrell and Larry Latham.

Keeping Families Together
More than 80 Lifetime Assistance leaders attend The Power of Effective Communication.
At the October leadership summit, Lifetime’s management team explored important leadership topics and strategies such as:
• Rock Solid Leadership from Simple Truths
• “Chance Favors the Prepared Mind,” by Louis Pasteur
• The Importance of Collective Mindfulness

Attendees participated in four critical learning sessions including:
• Leading Effective Meetings
• Facilitating Positive Family Partnerships
• Talk the Walk – Communicating Effectively
• Dealing with Conflict and Creating a Respectful Work Environment

This was a wonderful opportunity for Lifetime’s leaders to share a collective learning experience, open new communication channels and enhance leadership and communication skills.

“One of the most beneficial things about attending the leadership training is learning from our peers because we all bring different strengths and ideas to the discussions. In some ways, the homes we oversee are very different, but when we listen to each other’s ideas and opinions, it is evident that we are all here for the same purpose – to better the lives of the individuals we serve.”

- Kathy Hammerl, Riga Residence Manager

“Leadership and learning are indispensable to each other.” - John F. Kennedy

In December, Airmen from the 914th Airlift Wing, Niagara Falls Joint Air Reserve Station and the Office of Family Readiness visited Lifetime’s Elmgrove Crossing Day Hab site to recognize volunteer Stacy Van Herreweghe and staff member Marian Geldard.

The Office of Family Readiness serves the families of deployed military.

Lifetime’s relationship with the 914th Airlift Wing started in September when Stacy requested additional opportunities to reach out to the community. Stacy and the Day Hab staff did a wonderful job coordinating the distribution of donation boxes throughout the community to collect toys and clothing for military families in need.

Master Sgt. Viggato honored Stacy and Marian with Air Force Challenge Coins, a traditional recognition for a job well done. Sgt. Viggato and Sgt. Melson also presented the Day Hab group with posters and booklets in addition to conducting a full presentation on one of the Air Force Combat planes.

Lifetime is proud to continue this unique partnership with the 914th Airlift Wing, Office of Family Readiness.
Networking Opens Doors!

Today's job seekers understand the importance of networking and making connections. Kari Kowalski, who has been enrolled in LAICO Industries Supported Employment Program since 1999, used her networking skills to find a new job, a job that she loves.

After being employed in a restaurant setting for 13 years, Kari expressed that she would like to broaden her employment skills. When LAICO Industries’ job coaches learned that her father worked at Pierce Industries, they contacted Pierce and found out they were hiring. The LAICO team and Kari immediately began to work on her interview skills and helped complete her employment paperwork. Kari’s job coaches will continue to provide support, as Kari’s positive work ethics serve her and Pierce Industries well.

Pierce Industries manufactures, remanufactures and assembles parts to company specifications. Kari was hired nearly a year ago to clean, mark and package ball bearings. For both Kari and Pierce Industries this has been a win–win situation. Kari has a job that she loves and Pierce has a hard working and dedicated employee. Kari also continues to work in a restaurant setting.

LAICO Industries is very proud of Kari and its other hard-working employees!

Shining Advocate

Morgan Knibbs, an individual who has lived at Lifetime’s Dewey Avenue apartments since March 2002, has become a shining advocate for people with developmental disabilities.

In October, Knibbs was elected to the LDA Life and Learning Services’ Board of Directors for a three-year term.

When asked why she is doing this, Knibbs responded, “I care about people with disabilities and their rights. I care about the services they are getting and the budget. I care about how the government affects people with disabilities.”

A Lift of Independence

Lift Line has opened a whole new world of independent living for the five men living at the Lifetime residence on Idlewood Drive. Over the past two years, these gentlemen have made the transition from living with their families to living together and enjoying a more independent lifestyle. Lift Line connects these men with their employer, LAICO Industries & Services.

Lift Line, which has state-of-the-art safety and security features on every vehicle, now provides the opportunity for all of the Idlewood housemates to experience the community and live a much more inclusive life. “These individuals experience greater independence and joy when they can travel without staff members present,” said Idlewood Manager, Marcy Johnson. They are responsible for getting ready for work on time. “The van won’t wait more than five minutes, which is not a problem for these responsible gentlemen” says Johnson.
Bowl-A-Thon raises $4,400

Lifetime Assistance and the Special Olympics organized a bowl-a-thon held at Terrace Garden Lanes in Greece. About 50 individuals participated and raised nearly $4,400 in donations, which were shared between Lifetime Assistance and the Special Olympics. Brian Gundy, a Lifetime Assistance Special Olympian, received a trophy for raising $2,051.

Thumbs Up!

• Thanks to everyone who participated in the “Holiday Mail for Heroes” this year! Lifetime sent 72 cards to U.S. troops, their families and veterans this Christmas. A special thank you goes to Meadowdale, Hollybrook, Riga and Sweden Hill residences for taking the time to make the holidays a little brighter for the men and women protecting our freedom and our country.

• Our own Elmgrove Day Hab Without Walls participated in the 2011 George Eastman House Sweet Creations event to raise funds for ongoing Eastman House building maintenance. Their three creations raised over $175 in the silent auction. Congratulations!

• A special recognition goes to the North Forest Office Group for their ongoing help to families supported by Lifetime. Recently, in addition to their support of the Canal Landing Day Hab, they helped a Lifetime family in need during the holiday season. Their donations of clothing and self-care items were a blessing to the family. We salute our dear friends at the North Forest Office Group.

• A benefit concert and car show in Hamlin raised more than $3,000 for residents at 13 group homes and apartments in the Hamlin, Brockport and Clarkson areas. Thank you to Staci Vergin, Senior Manager at the Sweden Hill, Idlewood and Ridge Road homes, for her leadership role in representing Lifetime on the planning committee.

Lifetime Assistance has formed a new and exciting collaboration with Monroe Community College and The Rochester City School District to provide a unique college education experience for individuals with developmental disabilities.

The program provides individuals with disabilities the opportunity to audit actual college classes, engage in real-life learning internships and participate in campus clubs.

“This extraordinary two-year program enhances an individuals’ abilities to find permanent employment while providing skills and experience to help them live a more independent and inclusive life,” explains Lifetime’s Program Coordinator Nate Zelesnikar. Experiencing life on a college campus and participating in clubs with other students creates an opportunity to see the world in a truly unique perspective.

Each of these individuals demonstrate daily that people with disabilities can make significant contributions in the classroom, the workplace and the community. “Their greatest motivation stems from their desire to wear a cap and gown and receive their certificate,” says Nate. “I believe they are truly committed to achieving that goal.”
Inspiration Event

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Save the Dates

The 13th Annual Lifetime Assistance Airport 5K

Saturday, June 23, 2012
The Greater Rochester International Airport

To register for this unique event or for more information, please contact Jenna Van Thof at the Lifetime Assistance Foundation at (585) 784-5002 or via email at jenna.vanthof@lifetimeassistance.org.

The Gates-Chili Chamber of Commerce Golf Tournament to Benefit Lifetime Assistance

Monday, August 6, 2012
Brook-Lea Country Club

To reserve your spot or for more information, please contact Jenna Van Thof at the Lifetime Assistance Foundation at (585) 784-5002 or via email at jenna.vanthof@lifetimeassistance.org.
LAICO Industries recognized honored guests and partners at an open-house celebration with awards presented in four categories.

**Work Center Appreciation Award**
The Work Center Customer Appreciation Award was presented to Canfield & Tack. This award recognizes a loyal Work Center customer whose substantial business activity provides LAICO employees the opportunity to reach their full vocational potential while improving their self-esteem, confidence, independence, social activity and community involvement.

**Partnership Award**
The Partnership Award recipient was Ward’s Natural Science. This award recognizes a business that has maintained a long-standing relationship with LAICO Industries by providing jobs and internship opportunities. Wards’ commitment to LAICO employees is extraordinary.

**Supported Employment Recognition Award**
The Supported Employment Recognition Award went to the Association for the Blind and Visually Impaired (ABVI). This award recognizes an employer who has been instrumental in providing opportunities for individuals with developmental disabilities to attain independent, competitive employment.

**Service Award**
The Service Award went to Sandy Dyer, Administrative Assistant for Vocational Services. This award recognizes a Lifetime Assistance employee whose efforts go above and beyond in providing services to LAICO and Work Center employees.
Employee Anniversaries

30 Year Employees

**Ernest Haywood**
Vice President of Residential Services and Development

“I have stayed for more than 30 years because of the wonderful individuals and families supported by Lifetime, as well as the dedicated and compassionate staff.”

After serving as a relief worker at the South Avenue home for a few months, Ernie was promoted to manager. A year later, he played a major role in converting the Holley Street Community Residence to the first voluntary operated ICF for adults in Monroe County. Haywood was promoted to ICF Services and Development Director, and now serves as Vice President of Residential Services and Development.

**John McCarthy**
Community Living Instructor

John McCarthy was born and raised in the Syracuse area. He is very close to his mom, two brothers and sister, and their families. John (known to some as “Mack”) has been very involved with community theater (the “BUM Players”). John has worked at Lifetime Assistance since 1981.

“The reason I have stayed at Lifetime Assistance for 30 years is the people. I have known several people who live at Hollybrook and Sweden Walker for over 20 years. They are like family to me. What better way to spend a ‘lifetime’ than spending it with family.”

**Alberta “Bert” Root**
Senior Residence Manager

“I have watched Lifetime Assistance grow and grow. Some of us started in the same year and are still here, such as Ernie Haywood (they called us “Bert & Ernie”) and John McCarthy. My children also grew up at Lifetime in some ways and two of them worked here (one is still working at Lifetime). I think back on all the good times with staff and individuals, and I smile. We were like one big family.”

25 Year Employees

**Pauline Augello**
Administrative Assistant

After working as a program secretary for almost two years, Pauline became the administrative assistant for ICF/DD Services in July 1987. “Lifetime Assistance has given me the opportunity to, in some small behind-the-scenes way, improve the quality of life and provide excellent services to the individuals we support.”

**Gwen Hill**
Community Integration Assistant

“I have only had one job interview, which led to my 25 year history with Lifetime Assistance. Since 1985 I have held several positions in residential, day program and job coaching. I have worked with some very inspiring people who have taught me so much. Lifetime Assistance gave me the opportunity to grow and develop my skills. Things have changed a lot over the years. I feel good having been a part of all that in some way.”

**Charles Johnston**
Transportation Fleet Coordinator

Charles started working at Lifetime Assistance in 1985 on the relief staff at the Holley Street residence. “This opportunity has taught me to be very grateful for what I have. I have had the pleasure to work with some great people, as well as in a variety of positions and in different locations,” Johnston said. “I have learned a lot being a part of this wonderful agency.”

Congratulations!
Lifetime Assistance recently honored and celebrated the work and achievements of four of its most loyal Work Center and Supported Work employees. We sincerely appreciate their superb work and significant achievements. We proudly recognize:

**Deanna Falce**
Deanna started her career at Lifetime’s first Work Center on Turner Drive in Spencerport in 1981. She currently works at the Brockport McDonalds. She has been employed there for 12 years!

**Robert Mitchell**
Robert began his employment for LAICO Industries on September 14, 1981. He continues to be a very reliable employee for the Work Center.

**Robin Duecker**
Robin has been a valued employee of LAICO Industries since September 1981. She is known for her professional appearance and ready-to-work attitude.

**Gary Worden**
Gary, who started working for LAICO Industries on September 21, 1981, has been a valuable and accountable employee for 30 years.

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**William B. Joslin Outstanding Performance Award**

Michael Baker was awarded the NYSID 2011 William B. Joslin Outstanding Performance Award. Baker began his career with Lifetime Assistance in 2004 with a Housekeeping Enclave at the Super 8 Hotel and currently works with Lifetime Assistance’s janitorial crew.

“Mike’s team-player attitude and attention to detail sets him apart from other employees. He has such a personable and flexible approach to his job. He is a pleasure to work with,” said Marty Reeners, Director of Vocational Services.
Thank You to Our Donors

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The 2012 United Way Campaign is around the corner and whom you designate to receive your generous gift, is your choice. By giving generously to the United Way, you help provide a wide array of services for individuals in our community. **Here are some very good reasons to choose Lifetime Assistance Inc. and designate #238.**

When you designate 238, you help individuals with developmental disabilities reach their full potential and achieve their greatest level of independence. Today, well over 2,000 people are happier, healthier and safer because of the comprehensive services provided by Lifetime Assistance. Our services include: service coordination, day habilitation, family support, residential services, vocational training and much more. We are committed to helping the people we serve to advance from benefit rolls to payrolls, while others join the ranks of public service volunteers. The list of individual accomplishments is endless, and miracles occur at Lifetime every day.

Please continue to help Lifetime Assistance support our community. Many families depend on our services and your help. You can create an opportunity that will last a lifetime.

**Designate 238: It’s Your Choice**

Please help Lifetime Assistance support our community. Many families depend on our services and your help. You can create an opportunity that will last a lifetime.

If you need assistance filling out United Way pledge forms, please call Catherine at (585) 784-3116. She will be happy to assist you with your United Way form over the phone. Please don’t hesitate to call. We are here to help.