Join us for Lifetime Assistance Night with the Rochester Rhinos!

Sunday, July 28, 2013  |  Sahlen’s Stadium

Game time – 4:05pm against the Antigua Barracuda!

Tickets are $10 each. Contact Deanna Mullins, (585) 784-3118 for more information or to purchase tickets.

14th Annual Airport 5K Run/Walk

with Special Guest Appearance by Abby Wambach!

presented by Burke Group and First Niagara

Lifetime Assistance Inc.

Serving People with Developmental Disabilities since 1978
James Branciforte

Our *Lifetimes* cover photo captures Abby Wambach’s authority, strength and self-assuredness — and evokes a powerful message of certainty and success, a theme carried throughout this issue. This year marks Lifetime’s 35th year of achieving goals and realizing dreams—not in the super-star sports arena, but in the everyday lives of our friends, neighbors and family members, through success in employment, community inclusion and volunteering. In short, through people living meaningful and valued lives.

This *Lifetimes* highlights numerous milestones from our early years, along with current-day celebrations honoring extraordinarily dedicated 15–, 20–, 25– and 30–year employees! Enjoy reading the good news of jobs, homes, community involvement and partnerships, for which we thank each of you who have been a part of Lifetime’s strong, proud past. Regarding future developmental disability services in New York State, we’ve received a lot of questions about the many public policy changes under discussion. While Lifetime Assistance undoubtedly faces funding cuts and changes in future services delivery models (most of which are yet to be determined), be assured that we are prepared and well positioned for future changes and challenges. As specific information becomes known, we will communicate with our Lifetime community through our frequently updated Facebook page, located at Facebook.com/LifetimeAssistance. Please “like” Lifetime’s Facebook page and check back regularly for the latest news and updates.

Lastly, please know that all of us at Lifetime are deeply grateful to our wonderfully supportive communities. We appreciate your continued assistance and participation as we redouble our efforts to chart out a triumphant future, buoyed by ambition, and filled with progress and hope. Thank you.

Heartlines

**Jennifer Stow, RN**

*Director of Health Services*

Jennifer Stow has been promoted to Director of Health Services, overseeing and coordinating the health and wellness of the individuals we support. An employee since 2001, Jennifer began her career at Lifetime as a nurse with Residential Services.

**Staci Vergin**

*Associate Director of Residential Services*

Staci Vergin has been promoted to Associate Director of Residential Services and will oversee the management of several Lifetime Assistance homes. Staci started her career with Lifetime in 2005, and most recently worked as Senior Manager for Residential Services.
National Disabilities Month

‘Powers That Be’ and LAFF Members Advocate in Albany

In March, a group composed of 17 excited participants gathered at our Paul Road facility for a trip to Albany to meet with New York State legislators.

“All of the participants, including ‘The Powers That Be’ Self-Advocacy Group representatives, parents and staff members, were eager to have the opportunity to meet with the legislators,” says Sandy Dyer, Administrative Assistant at Lifetime and LAFF’s (Lifetime Assistance Family & Friends) member and trip organizer. “The people we support did a great job representing Lifetime and advocating for themselves, as well as for other individuals with disabilities.” Carol Ann Harter, a member of the ‘Powers That Be’ group who went on the trip states, “I feel like our voices were heard and that we accomplished what we were there to do.”

Amy Pruner, Lifetime social worker and liaison for the ‘Powers That Be’ group, continues, “The advocacy group and LAFF’s members expressed their concerns about funding cuts and the impact on staffing, transportation, job coaching, employment and the need for new group homes. The state representatives listened to us and were very supportive of our group’s concerns.”

“Our advocates were encouraged by the positive feedback from the legislators.”

While in Albany, trip participants also attended a rally of statewide advocates at the Capitol Building. “The legislators look forward to our visit every year and this was a very successful trip,” adds Sandy.

Looking Beyond Disabilities to Accomplish More Together

Each March, Developmental Disabilities Awareness Month is celebrated throughout the state and across the country.

During the month, community members are encouraged to look beyond an individual’s disability to see his or her potential, talents and capabilities.

In addition to raising public awareness, National Developmental Disabilities Awareness Month promotes independence, integration and inclusion of individuals with disabilities. It helps all people understand that strong and engaged communities emerge when individuals with disabilities are welcomed into local neighborhoods, workplaces, houses of worship and schools.

TOP: Hamilton Dawson volunteers at Red Cross preparing Meals on Wheels lunches
MIDDLE: Marina Radu volunteers at Food Link
BOTTOM: Karen Kryger volunteers at Ronald McDonald House
This year, Lifetime Assistance celebrates our 35th year of supporting friends, neighbors and family members throughout our community.

In this issue, we reflect on the first 15 years of Lifetime, and the amazing accomplishments that stemmed from the dreams of a handful of parents. Throughout this year, our Lifetimes newsletters will continue our look back on our rich history that has shaped our Agency into who we are today – a leader in providing services to our friends and neighbors with developmental disabilities.

Since our inception, Lifetime has remained committed to meeting – and exceeding – the needs of the individuals we serve and their families. Lifetime’s first program served 32 people in 1978, and today, our comprehensive services assist more than 1,500 individuals at over 50 locations.

“Our founding parents had a dream that their sons and daughters would live meaningful, quality lives in an open and accepting community,” says James Branciforte, President and CEO at Lifetime.

All of us at Lifetime Assistance are incredibly proud of our accomplishments and the lives we have touched, helping to build us into who we are today.
A LOOK BACK
HIGHLIGHTS FROM 1978 TO 1993

1978
- Lifetime Assistance was established by a group of loving parents with children with developmental disabilities.
- Richard Kouwe was named Lifetime’s first Executive Director.
- The first day treatment program opened in Brockport, supporting 32 people.

1979
- Lou Katz was named the first Director of Community Residences and helped to open our first home on Holley Street.

1980
- LAICO Industries & Services was established, employing 70 people.

1983
- Lifetime opened our first Intermediate Care residence – the first for adults in Monroe County.

1986
- Lifetime expanded throughout Western Monroe County, now serving approximately 200 people.

1988
- James Branciforte was named CEO.
- Lifetime expanded our programs and moved our headquarters to 425 Paul Road, a 62,000-square-foot complex, supporting 300 people.

1991
- A Therapeutic Foster Care Program was developed for individuals, providing temporary family home environments.

1992
- Partnering with RTS Bus Service, Transportation and Training initiatives allowed for greater independence and inclusion in the community.
- Lifetime Assistance Family & Friends group was established.

1993
- Lifetime now owns and operates more than 13 homes.
- We now support 500 people.
Employees Honored at Service Award Reception

“I have enjoyed being part of the team that built and expanded the many services we are now able to provide to so many wonderful people – and I am grateful to the many committed people who helped me along the way.”

- Dennis Brown
  Director of Facilities and Transportation

“Each day, I am thankful for the wonderful times as a member of the Lifetime Assistance “family.” I have been part of the residential program for most of my years here – and have met and worked with some extraordinary individuals. Looking back, I can say with pride we have made a real and positive difference in many, many people’s lives.”

- Lance Cornish
  Quality Assurance Associate
In March, more than 50 Lifetime Assistance co-workers and friends gathered for a reception honoring employees celebrating their 15- to 30-year anniversaries. All of us at Lifetime extend our heartfelt appreciation to these hardworking individuals for their many years of service and dedication.

Pictured above, from left:

1. **25 Years of Service**
   - Kathleen Moore, Amy Mitchell, Eric Spencer, Mary Kay Whalen, Pearl Nettles, Teresa Boerner, with Bonnie Hebert (Director of Human Resources), James Branciforte (President and CEO). Not pictured, Barby Smith.

2. **20 Years of Service**
   - Lou Katz (Executive Vice President), Bonnie Hebert, with Sharon Trojan, Cynthia Milke, Judy Austin, Donna Kaplan, Linda Anderson and James Branciforte.

3. **15 Years of Service**
   - James Branciforte, Lou Katz, and Bonnie Hebert, with Tim Neilans, Julie Keenan, Bruno Gennuso, Marion Carloni-Geldard, Mike LaDue, Marianne Lampart, Sheryl Watts, Karen Webster, Ken Brunette.

   Not pictured: Tracy Henry, Nannette Hiller, Novalee LaDue, Theresa Law, Thomas Lawlor, Karen Lovering, John Perry, Susan Silin, David Whitaker, Heather Wilder.

4. **30 Years of Service**
   - Dennis Brown and Lance Cornish

**10 Years of Service**
- Penny Bayne
- Bonnie E. Brannan
- Ginger Brewer-Bennett
- Phyllis Clausen
- Mary Ann Cooper
- Josephine Flansburg
- Shavonda Gibbs
- Cynthia Gordon
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- Karen Roberts
- Jennifer Stow
- Tamara Taylor
- Lori Tubiola
- Amanda Sue Turbeville
- Laurie Watson
- Nancy M. Wheeler
- Gary Williams

**5 Years of Service**
- Cathleen Andrews
- Douglas R. Balcerk
- David Balsley
- Kristin Barton
- Kathleen Bertou
- Linda Bonacci
- Latoya Bradshaw
- Brian Carroll
- Denitras Carter
- Melissa Caulkins
- Linda Clay
- Mary Ann Conklin
- Patricia Conyers
- Melissa Cruz
- Juliet Davis
- Gail Dempsey
- Catherine Dibella
- Marlow Dickerson
- Dominique Dickey
- Alison Dills
- Francis H. Dupra, Jr.
- Danielle Essom
- Angela Farrel
- Cassie Faucher
- Katharine Fuller
- Jodee Gole
- Christine Gallo
- Brandy Green
- Kevin Halloran
- Sandra Hamilton
- Linda Haslip
- Karl Hengelsberg
- Jennifer Henry
- Cynthia Hoffmeier
- Leda Hopkins-Mack
- William Houck
- Tonya Ippolito
- Kevin Kadrie
- Kara Koch
- Cynthia Kruger
- Richard Kunker
- Michele Lagares
- Kristin Laure
- Diane Louden
- Monique Macon
- Mark Maynard
- William McClendon
- Ashley McCloud
- Shane McKenzie
- Linda Moline
- Colleen Mott
- Jennifer Ogley
- Walt Pampaloni
- Doris Re
- Kevin Read
- Carolyn Rohan
- Carmen Santiago
- Mattie Snowden
- Abraham Steiner
- Theresa Sulimowicz
- Kanesha Thomas
- John Turner
- John Vullo
- George Wandke
- Perry Williams
- Susan Wilson

Congratulations to the following staff celebrating 10–year and 5–year anniversaries with Lifetime Assistance.
Will Power

Use the Power of your Will to support the Lifetime Assistance Foundation and become a member of the Lifetime Society. Members of the Lifetime Society realize that through their generous gifts, the Lifetime Assistance Foundation can carry out our charitable objective of enriching the lives of people with developmental disabilities for generations to come.

By planning your estate, you can take care of your family today and Lifetime Assistance in the future. Request that your attorney simply designate Lifetime Assistance Foundation, Inc. in your will to leave an estate gift and lasting legacy. The Lifetime Assistance Foundation offers a variety of gift plans to accomplish your goals.

For more information on how to prepare for the future through estate planning, please contact Jenna Van Thof at (585) 784-5002 or jenna.vanthof@lifetimeassistance.org.

Perspective

This issue of Lifetimes is marked with many milestones, success stories and the rich history of a premier agency in Rochester. I’m proud to be a part of our 35th Anniversary and the Lifetime family.

As I look back at our accomplishments, I’m excited for what’s to come. With your continued support, 2013 will be a BIG year for us!

There are many ways you can join in our success – volunteer at an upcoming event, share a piece of your history with us or “like” us on Facebook and help us spread the word!

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

Jenna Van Thof
14th Annual Airport 5K Run/Walk
with Special Guest Appearance by Abby Wambach!

Get your boarding pass, put on your running shoes and come on out to the ROC, otherwise known as the Greater Rochester International Airport, and join Lifetime Assistance for the 14th annual Airport 5K Run/Walk, sponsored by Wegmans, on Saturday, June 22.

“This is always such a fun event – it’s one of the fastest courses for the serious runner, and it’s a great way for families to get out and support a great cause.”

In addition to the 5K Run/Walk, the morning is packed with family fun activities, including the popular Kid’s Fun Run, Seneca Park ZooMobile, the National Guard and much more. The highlight of the day is a special guest appearance by two-time Olympic gold medalist Abby Wambach.

“We’re thrilled to partner with Lifetime Assistance again this year to host the 5K, a Rochester Runner of the Year series race, at the ROC,” says Jennifer Hanrahan, Marketing Coordinator for the airport.

“There are so many ways our community can get involved with this event and raise funds for our friends and neighbors with developmental disabilities.”

We encourage everyone to form a team, collect donations from friends and family and come out on the 22nd to join in the fun.” says James Branciforte, President and CEO at Lifetime.

For status updates, visit twitter.com/airport5k

REGISTRATION
To register as an individual or team for the run or walk, visit active.com and select ‘Lifetime Assistance Airport 5K Run/Walk’, and complete the registration form. Or register in person at Medved Running and Walking, located at 3400 Monroe Avenue. Call (585) 784-3116 or visit airport5K.com for more information.
When Brandon Watkins graduated from the Project SEARCH™ program at Wegmans in June 2012, he had a goal: to gain employment in the food service industry. This past October, Brandon accomplished his goal. He was hired as a crew member at Boston Market on Jefferson Road.

With support from his Lifetime Assistance Job Coach, Brandon has been able to master the necessary skills to be successful in his position as a dishwasher. “Brandon currently works up to 12 hours a week and is doing great,” says his job coach, Anna Ziegler. “He’s a hard worker and everyone at Boston Market likes him.”

Working in the community facilitates workplace inclusion. Employees gain independence and confidence, earn a paycheck, and become productive, contributing members of society. Brandon says working also makes him “feel good,” adding, “I really love it at Boston Market. The people are nice and I’ve made new friends there.”

For Brandon and other individuals receiving support from Lifetime Assistance, proper education and training is critical to seeking employment in the community. “We are committed to helping the individuals we support achieve their goals,” states Bob Hickey, Business Development/Program Integration Manager at LAICO Industries.

“We teach the necessary skills to be successful in the working world such as resume writing, interview skills, transportation training and also provide intensive job training.”

You can gain reliable, highly productive employees and help individuals with developmental disabilities achieve their employment goals. For more details, please contact Bob Hickey at (585) 426-4120 ext. 3446 or bob.hickey@lifetimeassistance.org.

Brandon is a great guy. He’s always punctual and very polite. Brandon is also a quick learner and the team enjoys working with him. He likes telling funny jokes, too, which lifts everyone’s spirits!

- Nick Lu, Manager
Boston Market, Jefferson Road
This past fall, Lifetime Assistance acquired the keys to our newest home on Pinnacle Road in Pittsford. Very excited about the opportunity, Lifetime went through a lengthy process of consideration. A detailed proposal was submitted and interviews with residents and family members were all completed prior to the final decision being made.

“We met with individuals and family members since they had a voice in which agency (out of five) would be selected to manage and operate the home,” states Nancy Ballaron, Associate Director of Residential Services at Lifetime. “In early October, we learned our agency was chosen — and by November 1, the transition was complete.”

Since November, numerous updates and improvements have been made to the home, including new flooring, furnishings, paint and appliances. Overhead ceiling lifts for ease in transition have been installed, with more to be added in the near future. “The 11 men living here played important roles in helping to pick out paint colors and their new furniture,” explains Nancy. “Since individuals range in age from 20 to 60+ years, their interests and tastes are quite diverse.”

In addition to renovations, all staff needed to be in place to ensure a seamless transition. The staff and residents worked together to implement changes that everyone agreed upon. “We always assure the individuals that changes will only be made if they are in agreement,” adds Nancy. “We believe in keeping the lines of communication open, and also meet with family members on a regular basis.”

Nancy continues that everyone is delighted with the Pinnacle Road home and its staff. “Our goal is to improve quality of life and promote independence for the individuals we support as much as possible,” she says. “Every resident is so proud to have his own key to the home.”
Thank You to Our Donors

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You can donate online at www.lifetimeassistance.org

March 1, 2013 will be recognized in the next newsletter.
Scanning, storing and shredding documents doesn’t need to be a long, tedious process. Especially when you put Lifetime Document Management (LDM) to work for your business. LDM provides high-quality, affordable solutions to meet every need, from document pickup to preparation, digital scanning, secure access and NAID-certified document destruction.

“LDM is a model partnership between Lifetime Assistance and My Digital Office, CloudDOCX and Classified Shredding Services,” says Marty Reeners, Director of Vocational Services/General Manager at Lifetime. “Together, we provide integrated employment opportunities for individuals with developmental disabilities in the community.”

Located at Lifetime’s Paul Road facility, LDM services approximately 90 customers, primarily in the auto industry. Additional clients include accounting and law firms, real estate offices and property management companies, among others. “For car dealerships, we scan all documents found in deal jackets, as well as repair orders,” explains Marty. “The documents our individuals scan can be put in a text-searchable PDF format and loaded into ‘the Cloud’ or returned to the customer on a thumb drive. Based on each customer’s preference, we also return or securely shred all documents after they’re scanned.”

According to Marty, business is steadily increasing and the goal is to develop new customer relationships. “Most of our customers say the volume of scanning we do in a week would take them a year to finish. The people we support also love what they’re doing and earning a paycheck,” he says. “This is a great opportunity for individuals to gain marketable skills that can be used at LDM or in similar capacities in the community.”

To learn more about how our document management solutions can benefit your company, please contact Marty Reeners at (585) 426-4120 ext. 3188 or marty.reeners@lifetimeassistance.org.
Join us for Lifetime Assistance Night with the Rochester Rhinos!
Sunday, July 28, 2013 | Sahlen’s Stadium

Game time – 4:05pm against the Antigua Barracuda!
Tickets are $10 each. Contact Deanna Mullins, (585) 784-3118 for more information or to purchase tickets.

Stay Tuned in to Lifetime Assistance!
Lifetime Assistance is now on Facebook!
Please visit facebook.com/lifetimeassistance and “Like” us to stay informed!

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

Save the Date

TEE OFF WITH US
The Gates-Chili Chamber of Commerce Golf Tournament to Benefit Lifetime Assistance

Monday, August 19, 2013
Brook-Lea Country Club

To reserve your spot or for more information, please contact Jenna Van Thof at (585) 784-5002 or jenna.vanthof@lifetimeassistance.org.

Friday, October 25, 2013
6:00pm
Diplomat Banquet Center
1956 Lyell Avenue | Rochester, New York 14606

This exciting celebration will take the place of our annual LAFF’s fall picnic.