



MEMBER AGENCY OF THE YEAR



Lifetime Assistance Inc.

James Branciforte, President & Chief Executive Officer

Lifetime Assistance, Inc. has grown in scope from a single day treatment program serving 32 people in 1978 to a comprehensive network which today serves over 1,800 people annually at 50 locations. One of the essential agency programs aimed at helping Rochester-area residents with disabilities achieve personal success and independence is its employment and training division, LAICO Industries & Services.

An ISO-certified production facility, LAICO has employed up to 300 individuals in support of area businesses since 1978. LAICO is a 26,000 square foot modern production facility and warehouse with state-of-the-art production equipment, where New Yorkers with disabilities work at packaging, shrink wrapping, assembly, finishing, folding, collating, and gluing. LAICO also operates a services division providing catering and custodial workforces to the local business community.

Within a few years of its inception, LAICO began participating in NYSID Preferred Source employment opportunities to offer even more job choices for its participants. The first of these included janitorial contracts at an NYS Thruway Authority toll booth has continued uninterrupted since 1988. Slowly over time, LAICO's Preferred Source janitorial customers have grown to include the **Monroe County Sheriff's Office** and the **Town of Gates**. And for a significant number of years, LAICO workers managed a weekday cafeteria operation at a nearby developmental center.

LAICO jumped to the head of the pack in a new NYSID service area -- secure document destruction -- with the launching of Classified Shredding Services [CSS] in 2005. Secure document destruction involves the shredding of confidential records into recycled material. **LAICO has easily set a standard of customer satisfaction for this newly-approved NYSID service in the Western part of the state!**

Teamwork is evident at every step in the CSS operation as New Yorkers with disabilities perform multiple tasks from receiving customers' documents to sorting, and shredding and compacting bales for eventual recycling.

The CSS shredding team is currently meeting the records management needs of the **NYS Department of Health** office in Syracuse and the **NYS Workers' Compensation Board** offices in Syracuse, Buffalo, Rochester, and Binghamton. Work has also been completed for other state agencies, such as **SUNY Buffalo's Research Institute on Addictions**.

Classified Shredding Services is AAA NAID [National Association for Information Destruction] certified, an industry standard for secure document destruction. And most recently, CSS was approved by NISH to meet the shredding needs of the western NYS Internal Revenue Services office.

It's worth sharing that the shredding team holds a 'Community Shredding Day' twice a year to raise awareness towards securely destroying confidential material to prevent identity theft and fraud, as well as to encourage recycling. This is a highlight for the team as they get the opportunity to interact with their local community.

Finally, the LAICO team is gearing up to offer another potential Preferred Source service with its new Lifetime Document Management division, aimed at creating new jobs in the areas of document prep, scanning, electronic storage and access, cloud computing, and shredding.

2010 was a record Preferred Source employment year for the LAICO Industries division of Lifetime Assistance. From the custodians working throughout Monroe County to the CSS team within the LAICO facility, 41 New Yorkers with disabilities worked 5,765 hours, earning \$41,435 in wages!



2010 EMPLOYEE OF THE YEAR

Cheryl McCrea



Lifetime Assistance Inc.

Throughout her lengthy association with Lifetime Assistance/LAICO Industries, Cheryl McCrea has consistently moved forward to new levels of employment and personal success!

Cheryl began her journey in April 1987 in Lifetime's Day Hab (then Day Treatment) program, doing so well that she quickly moved on to Day Training and ultimately promoting to the LAICO Industries vocational program. In 1994, she opted to explore possibilities in Supported Employment at the enclave level, working on a cleaning team at a local hotel for four years. For her next employment challenge, Cheryl transferred to the mobile Janitorial Crew, servicing three NYSID Preferred Source contracts at both Sheriff's Stations (B-Zone and C-Zone) and at the NYS Tollbooth #46. During this time, the team also worked on a NISH contract at the Naval Reserve Center.



The Janitorial Crew is a mobile crew that changes sites throughout the day. Cheryl readily adapted to this, and became well known for her great sense of direction on getting from one site to the next.

In August 2009, Cheryl was promoted once again to working independently at the Naval Reserve Center. She has since made the adjustment to working without direct supervision, yet she knows when to reach out for guidance. The staff at

the Reserve Center has been impressed by her increased communication with them since working on her own. She calls the Recruiter by name and inquires about how his day is going. This is a huge step for Cheryl as in the past she worked quietly for the most part and rarely interacted unless prompted by others. Although she speaks in very short sentences, she has very good receptive language skills and demonstrates understanding by how she carries out her assigned tasks.

Throughout Cheryl's career with LAICO, she has maintained excellent attendance and a very strong work ethic. She learns new tasks easily and is meticulous about the care of cleaning tools and equipment. She eagerly assists others in her work group, helping them meet performance standards. She is known for always smiling and having great manners. She is also very conscientious and punctual about her transportation arrangements to and from home. Her home life is very important to her, as is participation in Special Olympics.

Cheryl McCrea is considered one of Lifetime Assistance's greatest success stories as she has grown at each level of support in employment and then on to a next level. Her determination to be an excellent employee wherever she works is commendable and very evident on a daily basis.