

# TRANSMISSIONS



SERVING THE COMMUNITY SINCE 1919

WINTER 2017

## Serving Seniors at the Lily Café

Michelle LeBoo, Program Coordinator at the Caroline “Lily” Loboizzo Aging Resource Center (the Lily Café) sees a lot of activity every week, with about 150 older adults having lunch, attending educational programs, meeting with visiting resource people, and just enjoying a warm, sociable setting to meet friends and participate in activities.

“The Lily Café came about because this part of our community had the highest level of social isolation among older adults. The United Way, Lifespan, and the YMCA wanted to change that,” says LeBoo.

The three organizations wanted to see if offering older adults a variety of programs and activities within a wellness facility could help them live longer, healthier lives. Six years ago, the Lily Café opened its doors.

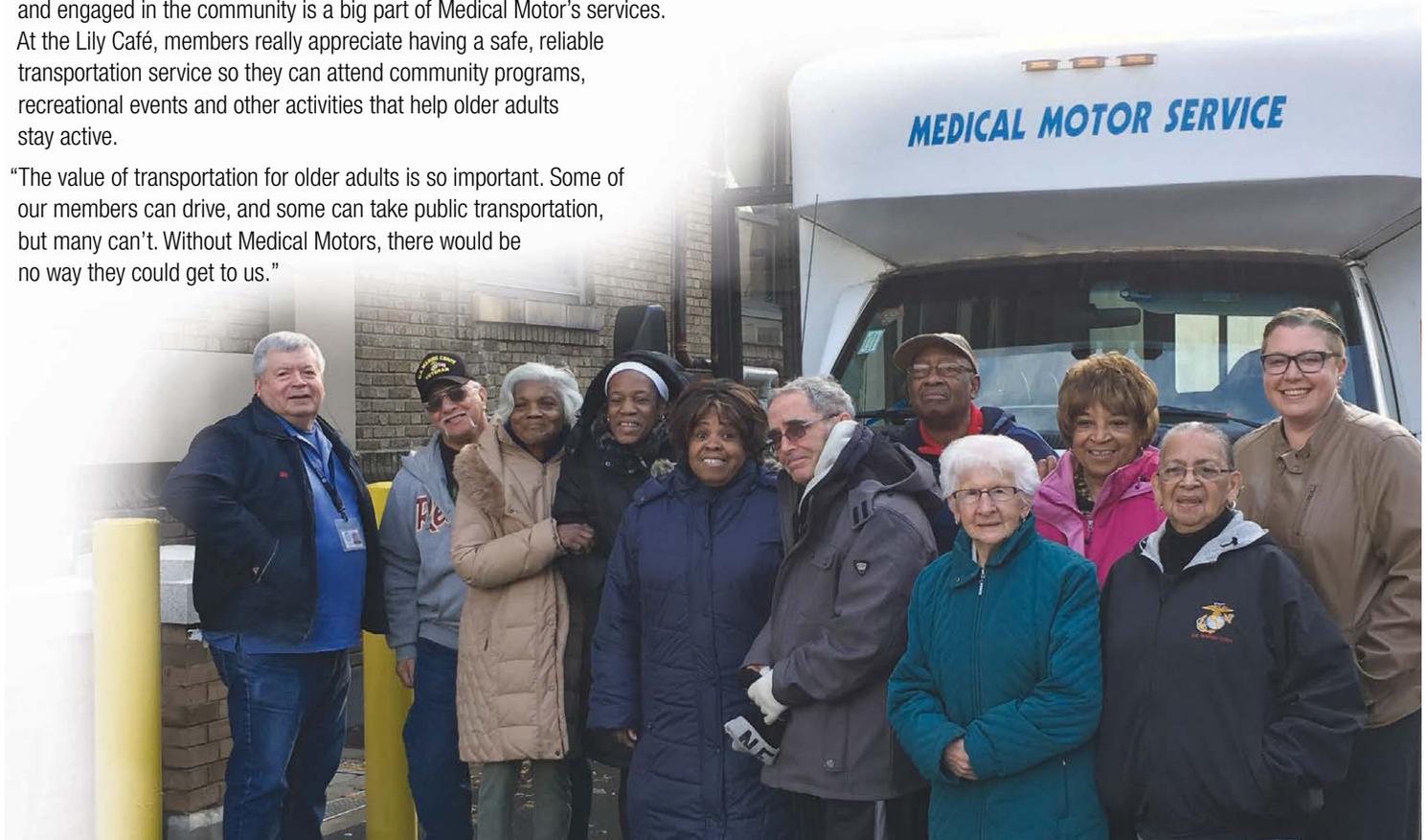
The Lily Café promotes successful aging and helps members stay involved, healthy and active. Located at the Maplewood Family YMCA, 25 Driving Park in Rochester, it is open to any YMCA member who is 60 or older. The Lily Café is open Monday through Friday from 8:30 am to 4 pm.

Medical Motor Service provides transportation to these non-driving older adults for a \$2 per trip contribution. Helping older adults to stay healthy and engaged in the community is a big part of Medical Motor’s services. At the Lily Café, members really appreciate having a safe, reliable transportation service so they can attend community programs, recreational events and other activities that help older adults stay active.

“The value of transportation for older adults is so important. Some of our members can drive, and some can take public transportation, but many can’t. Without Medical Motors, there would be no way they could get to us.”

“But it is more than the great transportation service for members during the week. For example, there was a man who attended the Lily Café who had memory challenges. Medical Motors transported him to the café, allowing him to maintain his connection with friends and participate in physical activities that improved his quality of life. When he became ill and went into hospice, Medical Motors helped us bring his friends from the Lily Café to visit him at hospice, and to say goodbye. Without Medical Motors we could not have offered this meaningful experience to the people who knew him. There are so many stories I could share about the “heart” of the Medical Motors team. It really expresses the kindness and humanity that we love about the people at Medical Motors. We’re so lucky to have them.”

“I can’t praise Medical Motors highly enough. We love working with everyone there. From Courtney, our flexible and creative program contact, to Bill, our driver, who both go out of their way to provide top notch service. Bill is wonderful with our members. He is always respectful and kind and attentive. He seems to know exactly how to relate to every person.” 



MMS Driver Bill Sullivan (far left) and MMS Account Representative Courtney Armstrong (far right) with seniors from the Lily Cafe.

## Welcomes and Goodbyes...

This fall, MMS saluted two outgoing board members, Lawrence Creatura and John McKenna. Medical Motors is very grateful to both for sharing their talents with the agency, and for the many contributions they have made to the agency's continued success.



### LAWRENCE CREATURA

When Lawrence Creatura decided he wanted to become involved with a nonprofit organization, he was looking for one that could really make a difference in the lives of people in this community, one that could significantly contribute to the quality of life in the Rochester area.

"It was easy to see that Medical Motors was making a difference for people in need," he says. "Just seeing Medical Motors vehicles on the road gave me a sense of the good work the agency was doing. Before anyone can receive a service, they have to be able to access that service. What Medical Motors does is very tangible and clear. In a sense, Medical Motors provides the service that makes all the other services possible. That's a very impressive achievement for a nonprofit organization."

During his time with the agency, including two years as Board Chair, Creatura saw one of Medical Motors' most important accomplishments as its ability to serve passengers with varied needs, while continuing to add and serve new passengers. He also saw Medical Motors as being highly successful in coping with changing funding streams, and seeking ways to consolidate services through collaboration with other providers. He praises both the vision and leadership of former Executive Director Bill McDonald and current Executive Director Damon Mustaca as examples of the quality of agency leadership. "I was also inspired and humbled by the outstanding board leadership at Medical Motors. Here were smart, busy people with families and demanding lives, who somehow managed to give so much of themselves. I feel very personally fulfilled to have been a part of such a fine organization, and I wish Medical Motors every success in the future."



### JOHN MCKENNA

John McKenna is a lifelong Rochester area resident. He worked for a while in NYC, returning to Rochester in 2000. Eager to engage in volunteer work with a respected nonprofit organization, McKenna was encouraged by a good friend to consider Medical Motor Service. In 2001, he was introduced to former Executive Director Bill McDonald, and soon became a member of the Medical Motor Service Board of Directors.

"In my time on the board, I have been blown away by how much Medical Motors has grown and evolved as an organization. It is enormously effective and professional. And thanks to its leadership it is always scanning the horizon for new ways it can help people in the community. Medical Motors has grown to serve a much larger segment of the community in recent years and I am sure it will continue to grow its passenger base."

McKenna says Medical Motors' move to its current location is one of the many challenges it has faced successfully. "I also have great admiration for how Medical Motors has positioned itself in the ever-changing funding environment. Its collaborative relationship with the Al Sigl Center has resulted in great fundraising success for Medical Motors."

"The pressure on nonprofits to perform more effectively with fewer resources is a constant constraint on organizations. I think Medical Motors is always looking at how it can be a leader in best practices in the transportation sector."

"I have always felt appreciated as a volunteer with Medical Motors which is a great thing. But the real gratification comes from the friendships I have formed with others at the agency, and being a part of an organization that has helped so many people."

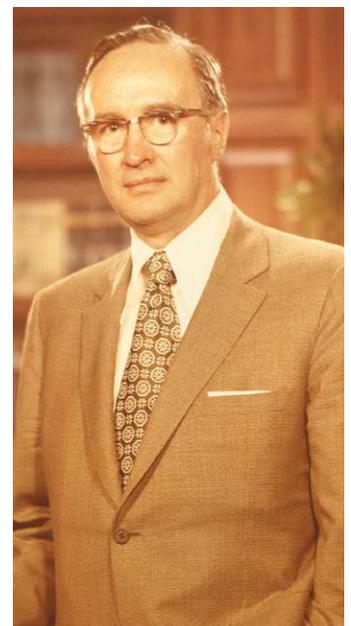
Our sincere thanks to both Lawrence Creatura and John McKenna for their dedication, their leadership and their countless hours of service to Medical Motors.

## A Tradition of Generosity

Medical Motors would like to express its gratitude to The Ryan family for a most generous gift in memory of their parents Francis and Mary Ryan. The donation was used to purchase a new lift equipped bus that is being used for transporting seniors and people with disabilities in the Irondequoit area. It is the fourth such gift made by the Ryan family since 1999.

Mr. Ryan worked for Eastman Kodak Company for a number of years and was elected to Medical Motor's Board of Directors in 1965. He was the first male to serve on the Board.

We sincerely appreciate this wonderful gift, and the thoughtfulness of the Ryan family in honoring the memory of their parents with this gift. It will enable Medical Motors to continue to serve thousands of seniors and people with disabilities in our community who would not otherwise have accessible transportation to much needed medical, social and recreational services. 



Medical Motors are pleased to welcome Martin Murphy and Mark Benotti who will bring their expertise and knowledge to the MMS Board.



### MARTIN MURPHY

Martin Murphy brings a range of experience in the areas of financial management and accounting. He was previously a consultant with JC Jones & Associates, LLC. He has worked with multinational companies as well as with nonprofits, and with wholesale, retail and restaurant businesses. His skillset

includes preparing financial statements, internal controls, auditing and tax compliance, as well as cost accounting and operations and process management.

Murphy was asked by a member of his firm if he would be interested in serving on the Medical Motors Board. "I was attracted to Medical Motors because of its long and successful service to people in this area. I was impressed with the variety of people who receive services from Medical Motors, from children to seniors, and including people with physical, developmental and mental disabilities." Murphy had an opportunity to see how Medical Motors works, to meet with staff and to tour Medical Motors' vehicle maintenance facility. "I was interested to see how all Medical Motors vehicles and other agency vehicles are carefully maintained and serviced. That facility alone is something Medical Motors can be very proud of. I really respect how well Medical Motors manages its budget. It is clear to me that there is a very strong commitment to responsible, thorough fiscal planning here."

"I am looking forward to learning, to contributing and to doing my part to help Medical Motors fulfill its mission," says Murphy. "It is very rewarding to work with a group of talented people who are so committed to helping others."



### MARK BENOTTI

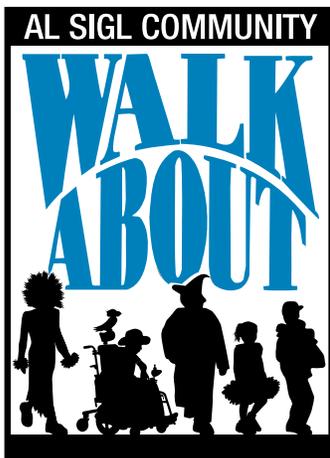
"I wanted to bring my skills and experience to help a nonprofit organization that was meeting a major community need. When I mentioned this to outgoing Medical Motors board member and friend Lawrence Creatura, he had just the organization for me!" So Benotti was recruited to the Medical Motors board. He met with board President Christopher Trageser and Medical Motor's Executive Director Damon Mustaca to learn more about the organization, and to see how it actually worked. "If I wasn't hooked before, I certainly was after talking with Chris and Damon. It was clear how passionately committed they were. That was something that I needed to have in my volunteer involvement, a sense of excitement and enthusiasm about the organization I had committed myself to. I also liked the down-to-earth attitude that both Damon and Chris displayed. They were very friendly and welcoming, and made me feel included right from the beginning."

Benotti moved from the New England area to Rochester in 1999, and has been here ever since. "I may not be a native, but I have experienced enough Rochester winters to feel like one," he said. He is currently Vice President of Shared Services at Conifer Realty, LLC, and was formerly with AP Intego Insurance Group, LLC and Marsh and McLennan and Constellation Brands.

He feels that in many ways, Medical Motors and Conifer Realty are both facing a similar challenge. "Today, many younger people may not be considering a career in the skilled trades. They seem to believe that a professional career is to be preferred to being a property manager, an electrician or another more hands-on position. In the case of Medical Motors, we see the difficulty of finding experienced drivers with the technical and interpersonal skills required for the job. The demand for people with these skills is rapidly exceeding the qualified applicants who are available, whether you are in the nonprofit or for profit sector." He also sees his risk management background as being useful to Medical Motors.

"I am really excited to begin my work on the Medical Motors' board, and am looking forward to meeting the people and seeing more of the agency's operations," says Benotti. "I am very glad to be here." 🚗

[medicalmotors.org](http://medicalmotors.org)



## Thank you, WalkAbout sponsors!

It was another successful Al Sigl Community WalkAbout! Hundreds of people stopped by the Medical Motor Service table to take their picture with the MMS bus.

A special thank you to this year's corporate sponsors Bond Financial Network and Pittsford Insurance Agency.

We would also like to thank Licciardi Radio Services and Mr. Glass for their generous donations.

We sincerely appreciate our sponsors and donors and want to thank them for their generosity and support. 🚗



MMS staff Courtney Armstrong, Ivy Harris and Al Sigl Foundation VP Debra Salmon pose with the MMS bus. To see more pictures visit us on Facebook!





## Jose Gonzalez



“Best decision I ever made”... That is how Medical Motors’ driver Jose Gonzalez describes how he feels about the work he does. “I have been with Medical Motors for almost three years, and I still wake up looking forward to going to work each day.” Gonzalez works with older adults who

need transportation to senior centers and other community services through Medical Motors’ contract with ElderONE.

He says that he bonded very quickly with his passengers and enjoys helping them in any way he can. “The people I drive for are very kind and loving individuals. They like to talk with me about what they are doing and what they are looking forward to. I sometimes get yelled at if I have taken time off or have not been their driver for some reason. They tell me I can’t take time off, because they miss me too much! It really touches me how caring they are.”

“We provide door-to-door service, and the people, especially those who are blind or visually impaired, really appreciate that. I like going the extra mile to help my passengers. If they need packages carried, or just to make sure they reach their door safely, I am there for them.”

He describes one passenger who really enjoyed going through Durand-Eastman Park. “When I could do this for her, I would always take her that way. I was very sad when I learned that she had passed away. She was a very nice woman, and I often think of her when I go through that park.”

Gonzalez was formerly in the flooring business before he came to Medical Motors. A friend who had worked for Medical Motors recommended that he should look for a job there. “My friend was right. Medical Motors has treated me very well. The people here are wonderful and very good at what they do. They work as a team, like a family. This isn’t just a paycheck for me. It is an important service that I am very proud to provide to my passengers. Working here has been a real blessing for me and my family.” 🚗



Everyone at Medical Motor Service would like to say **thank you** to the following friends. Your generosity helps us provide reliable, on-time transportation to people of all ages who rely on MMS.

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If we need to update our records please contact Ivy Harris at [IHarris@medicalmotors.org](mailto:IHarris@medicalmotors.org) or 585.654.6030 x229.

Members of



## Have You Seen The Pink Bus?

In October, Medical Motor Service put in to service a brand new bus. Unlike our other buses with their traditional blue stripe this one is decked out in pink.

Stacy Lilley, who works as a call center representative at Medical Motors said, "When I walked out the back door to go home the bus was out there, bright white with the pink ribbon! As

a survivor it made me feel awesome that MMS was supporting those who continue to fight this disease, the survivors and the many that we have lost. I LOVE IT!!"

Medical Motors wanted to dedicate a bus in recognition of Breast Cancer Awareness. The bus is in honor of survivors, fighters and those who lost their battle to the disease. 🚌

