



January 15, 2021

Lifespan of Greater Rochester is pleased to report the following changes in leadership of the Upstate Elder Abuse Center (UpEAC).



Kelly Zunner-Daniels, LMSW, has been named director of the Upstate Elder Abuse Center at Lifespan following the retirement of Art Mason. Kelly has served as a caseworker, clinical supervisor and also program manager of the Elder Abuse Prevention Program since 2013. She brings to the position nine years of experience working in chemical dependency work in Lifespan's Geriatric Addictions Program and at the Evelyn Brandon Mental Health Center in Rochester.

Kelly will oversee casework with victims of elder abuse in a ten-county area in the Finger Lakes region; a fraud, scams and ID theft prevention service in eleven counties; an elder abuse respite and shelter program; a fatality review team; and special projects involving outreach to LGBTQ older adults at risk of elder mistreatment, and the recruitment and training of Elder Justice Specialists in area hospitals.

UpEAC also collaborates with key partners in the state: Weill Cornell Medicine's New York City Elder Abuse Center (NYCEAC), New York State Office for the Aging (NYSOFA), and the New York State Office of Victim Services (OVS), to establish elder abuse Enhanced Multidisciplinary Teams (E-MDTs) in every county in New York State. The center is also a subrecipient of funding from United States Department of Justice Office of Victims of Crime through lead agency, Weill Cornell Medicine NYCEAC, to offer technical assistance for the National Elder Abuse MDT Training and Technical Assistance Center. Kelly has a BSW from Nazareth College and an MSW from SUNY Buffalo.



Tracey Siebert-Konopko, LMSW has been named as assistant director for education, training and research. She will oversee curriculum development, educational and training activities throughout New York State and will take the lead in the center's role in research activities with partner academic and healthcare institutions. Tracey has a BS from The College at Brockport SUNY and an MSW from the Greater Rochester Collaborative MSW program with a Hartford Partnership Program in Aging Education certificate.



Allison Granata, LMSW is now assistant director for E-MDT initiatives. Allison oversees Lifespan’s Enhanced Multidisciplinary Team which includes establishing and coordinating E-MDTs in 12 counties; she is also the statewide coordinator for expansion of the program into other counties.

In that capacity she works closely with partners in the initiative at NYS Office for the Aging, NYCEAC and “hub organizations” which have been selected to implement the specialized teams in each region of the state. Allison has also worked as a case manager in Lifespan’s Eldersource program and as a mental health counselor. Allison has a BSW from Niagara University and an MSW from Roberts Wesleyan College.



Daniel Lyon, BA is now manager for fraud, scams and identity theft prevention. He will coordinate activities related to education and training aimed at prevention of victimization of older adults who are targeted through scams and fraudulent schemes. The program serves an eleven-county area in the Finger Lakes region, providing outreach to older adults and help for individuals who have been victimized. Dan comes to Lifespan following a 23-year career in law enforcement as a crime prevention officer and field training officer for the Monroe County Sheriff’s Department where he

implemented, among other programs, the Senior Citizen Police Academy.

The Upstate Elder Abuse Center, formed in 2016, is a consolidation of the growing number of elder abuse related programs and projects implemented by Lifespan since the founding of the Elder Abuse Prevention Program in 1986. As one of the first nonprofit organizations to offer an elder abuse service in the state and nation, Lifespan is confident that the current lineup of well qualified leaders will continue to support UpEAC as a center of excellence in elder abuse services and as a valuable resource for older adults who are impacted by abuse, neglect and exploitation.