Fran Weisberg

Fran Weisberg, executive director of the Finger Lakes Health System's Agency and former CEO of LIFESPAN, has a history of community activism spans more than 25 years. To date, her contributions include service to the Ad Council; Mt. Hope Family Center; NY Connects Long Term Care Council; VIA Health; Hill Haven; Rural Metro Medical Services; Council of Agency Executives; Excellus Blue Cross Blue Shield; Senior Health Plus; Rochester Regional Advisory Board; Monroe County Council of Elders; Alzheimers Association; Willpower; Genesee Ambulatory Care Center and the Advisory Board of the School of Health and Human Services at Nazareth College.

Fran earned a bachelor's degree in psychology from the University of Rochester before starting her career at the Monroe County Legal Assistance Corporation, where she work to set up federal feeding programs in rural counties. She then accepted her first position at LIFESPAN (then known as the Regional Council on Aging) and launched a program to help families plan for the costs of long term care. She also helped to pass legislation preventing spousal impoverishment as a result of long-term care placement situations and served as program director for the Monroe County Long Term Care Ombudsman Program.

With her interest in affecting change through the political process piqued, Fran went to work as a legislative aide for Sen. John D. Perry. A year later, she managed the Congressional campaign of Louise Slaughter. From 1988 to 1992, she served as chair of the Monroe County Democratic Committee – and was the first woman ever to hold that position.

Despite her political accomplishments, Weisberg felt a tremendous pull to return to work more specifically focused on aging and long-term care. Opportunity knocked in 1994 when she was offered the position of President/CEO for LIFESPAN, a non-profit agency that serves those in their second half of life. During her tenure, Weisberg guided the organization through a name change, major fundraising campaign and growth, taking the organization from a budget of $1.8 million to $5.2 million. In addition, she forged collaborations between Lifespan and the Catholic Family Center in the development of Eldersource and with Al Sigl Center in the development of Future Care Planning Services, both ground-breaking programs serving the community's elders and their caregivers

In her present leadership challenge, Fran appears poised to build upon her past accomplishments as she works to moving Rochester forwards towards a progressive goal of becoming a caring community where everyone, particularly the elderly and vulnerable, have access to systems of care and services. For her commitment to Rochester's future, as well as her past service, the Monroe County Medical Society is proud to name Fran Weisberg as the layperson recipient of its 2007 Edward Mott Moore Award. Congratulations!