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## After 35 Years in the Business, I'm Still Learning

By Jay True

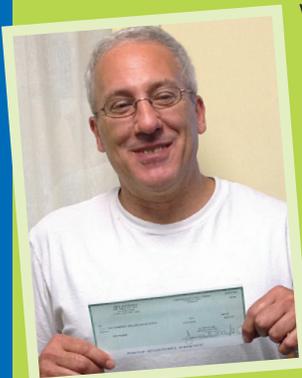
Every day I learn something new about insurance. Simply by doing my job, I learn about, for example, new coverages, new credits that are available, new exclusions to policies and new rates. It's fascinating stuff!

And this is good news for you, our very valued customers. When we learn something new in our office, we share the information so that the whole team -- the whole staff of 15 -- is able to utilize the information. Thus, when we speak with you, you benefit from our expertise, knowledge and our continuing education and awareness.

It doesn't cost extra to use us as your expert, teacher and shopper. We are happy to share what we learn.

## True Rewards!

John Hughes from Lansing won \$200 from True Insurance for referring his friends and neighbors to True Insurance. John's name was drawn from all of the people who made referrals to True Insurance in the last business quarter. How can YOU enter to win \$200? All you have to do is refer your friends, neighbors and family members to True Insurance. If they call us for a quote and give us your name as the referrer, you get a \$15 gift card to Ithaca Bakery. Plus, your name goes into the "hat" for a \$200 drawing held every quarter. Every time you refer someone you get another Ithaca Bakery gift card and another chance to win the \$200 drawing! It's our way of thanking you for recommending our services.



**NO PURCHASE NECESSARY.**

## Random Thoughts

Debra Bookhout  
Commercial Lines Customer  
Service Representative

- She is a crazy dog person ... but she doesn't currently have any dogs
- She gets her energy by being surrounded by fun people
- She loves to read but is incredibly slow doing so
- She has an astonishingly poor sense of direction
- She likes to surprise people (with good things!)
- Sometimes she just wanders around, looking at stuff for hours and is completely content
- She makes her bed EVERY morning
- Her secret long-term dream is to retire and live by the sea, maybe in the Mediterranean. (Take us with you!!)
- She buys products that aren't tested on animals
- Her favorite place to visit is Sedona, Arizona
- Her family is the most important thing in the world



## DO YOU HAVE A FIRE ESCAPE PLAN?

*Fire experts say you have about two minutes to get out of a house safely. Would you and your family know what you should do?*

### Make a plan:

- All members of the household should know two ways to get out of every room.
- Consider escape ladders for sleeping areas or homes on the second floor or above. Learn how to use them and store them near the window.
- Pick a place outside for everyone to meet and make sure everyone knows where it is.
- Practice your home fire drill until everyone in the household can do it in fewer than two minutes.
- Practice waking up to smoke alarms, low crawling and meeting outside. Make sure everyone knows how to call 9-1-1.
- Teach household members to **STOP, DROP and ROLL** if their clothes should catch on fire.

## Welcome to the Agency:

Linda Corey  
Teleema Brooks  
Anthony Dicembre  
Mary Carroll  
David Stipanuk  
Robert Brown  
Tao Wang  
Ray Trimm  
Paige Howard  
David Foote  
Samantha Baker  
Larissa Smith  
Joseph Nolan  
Lee Ouderkirk  
Yifan Zhang  
Eamonn McCarthy  
Bradley Lowe  
Melaine Murphy  
Cassandra Kelly  
Stephen Moracco  
Victor Wilson  
Sean Kanazawich  
Brant Venables  
Renate Flynn  
Gaylord Johnson  
Chris Uber  
Dylan VanZile  
Stephen Troy  
April Krug  
Gabrielle Friedman  
Dion Wright  
Kyaw Moe  
Denise Seamon  
Danielle Brown  
Phillip Benjamin  
Lauren Dowd  
Christine Charvet

Martha Trattel  
Donna Eurto  
Jinfen Wen  
Zane Cotto  
Kenneth Adams  
Richard Jump  
1107 Birch Street  
Property LLC  
Laura K Gallup  
Darrell Rhoads  
Laura Figueroa  
Travis Grout/  
Elizabeth Fabis  
John Tavarez-Rondon  
David Wescott  
Jessie Puka-Beals  
Dewitt &  
Jane Dunnick  
Patrick Doty  
Jiahua Liu  
Jeremy Taylor &  
Anita Hall  
Anita Fowler  
Jiangfeng Wang &  
Xiyang Cui  
Judy Thayer  
Robert Rose  
Bin Tant  
Joanna Gerwitz  
Joyce Davis  
Colin Clement  
Victoria Swansbrough  
Gould Colman  
Katie Cox  
Rainell Barnett  
Missy Bradford  
Brian Caruso  
Twan Terrell

Michael Pinkoski  
Susan Lenz  
Luke Fenchel  
Betty Kryger  
Edward Finegan  
David Brown  
Jennifer Hallman  
Michele Dwyer  
Justin Drasyer  
Paul & Georgia  
Hotchkiss  
Charles Lent  
George Kollias  
James Mickleson  
Donald Keillor  
Steven King  
Nicholas Brenner  
Sheila Seyfried  
Nashawn McIntosh  
Alicia McFarland  
Rolland Manley  
Aleysia Whitmore  
Billie Frank  
Rick Newton  
Rosemarie Carling  
Karyl Nocera  
Jennifer Sandsted  
Robi Peters  
Zhigang Liu  
Ryker Haner  
Adam House  
Chris Eaton  
Cathy Eldridge  
Thomas Havlik  
Gary Havens  
Terry Tully  
Tanija Pulsts  
Kaleigh Maxwell  
Rebecca Juett  
Melissa Ebner  
Joni Bohmer  
Chris Foss  
Anthony Helms  
Janice Thorton

Rhonda Howe  
Pengtao Wang  
Kyle Brumstead  
Melissa Tuckey  
Matthew Page  
Frankie Quinn  
Markley Doane  
Owen Garrison  
Jessica Peterson  
Kalsang Lhano  
Kylie Westlake  
Norman Burg  
Shirley Scaglione  
Latianna Borden  
Harris  
Mike McNamara  
Meghan Prichard  
Thomas Maloney  
Carl Moriera  
Jacalyn Nino  
Derek Higham  
Dana Smith  
Thomas Kurtz  
Adriana Tagliavento  
Tawnielle Woodard  
Renee Jacobs  
Bryan VanCampen  
Russell Friedell  
Maira Sheehan  
Christine Santospirto  
George Georgeadis  
Harry Rehbein  
Karl Termini  
Larry Ketchum  
Raymond Poole  
Eli Shanks  
Karen Steffy  
Patrica Reichert  
Michael Sogan  
Brett Hotchkiss  
Vanessa Covert  
Linda Judd  
Elaine Stephens  
Alyssa Beshore

Deja Ciaschi  
Olga Kazimirova  
Dylan Watros  
Sharon Steed  
Marco Mastrogiuseppe  
Catherine Combs  
Timothy Perry  
Carlos Manuel  
Miguel Juan  
Alan Swigart  
Kevin Koehler  
Thomas Maloney  
Mark Haviland  
Edward Przedziecki  
Francis Marte  
Corey Kunzman  
Brian Alliet  
Zandra Nichols  
Elizabeth Singer  
Samuel Miller  
Nicholas Vallye  
Kara Timmons  
Anthony Moore  
William Porcheddu  
Liqing Zhu  
Samara Lach  
Ayobanji Ladipo  
Calvin Smith  
Joseph Bakos  
Margaret Coe  
Richard Dunham  
Ari Feder  
Elliot Broadus  
Roger Jump  
Timothy Cartner  
Leonard Lampert  
John Watkins II  
Dirk Galbraith  
Dorothy Hile  
Mark Moraleda  
Naomi Stockwell  
Kara Timmons  
Mary MacAusland

Like Us On  
facebook 

## We Want to Spread the Happy!

We are asking our clients to share the love on Facebook! We may ask YOU if you would tell the Ithaca area how you feel about True Insurance. There is no better reward you can give us for a job well done than to share your good experience with others.



I have been a happy True Insurance customer since 2002!



We are happy True Insurance customers!



I am a happy True Insurance customer!

## STRANGE INSURANCE CLAIM: CIGARS UP IN SMOKE



According to Listverse.com, a lawyer from North Carolina purchased a box of expensive cigars and insured them against flooding, storm damage and – of all things – fire.

Needless to say, his investment went ... up in smoke within a month – after which the lawyer filed a claim with his homeowners insurance company, stating that he was owed compensation because “the cigars were lost in a series of small fires.”

The insurer refused to pay, assuming (correctly) that the man had smoked the pack himself. A judge ruled, however, that since the insurer had never stated what was considered to be “unacceptable” fire, the company did, in fact, owe him \$15,000 to replace his property.

Result: The insurance company paid the claim, but then had the lawyer arrested. He was sentenced to 24 months in jail and a \$24,000 fine for 24 counts of arson and insurance fraud.

It appears that smoking can be damaging to your health and your reputation!

**Have questions about your insurance coverages or perhaps a strange story to tell? Stop in to see us! We LOVE to listen.**

You can Save  
10% off Your Auto  
Insurance Policy with  
a Defensive Driving  
Course

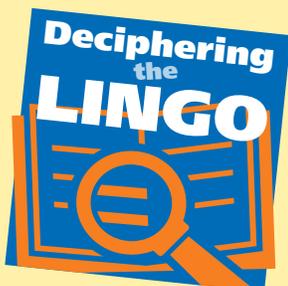
Go to the True Insurance website at [TrueInsurance.com](http://TrueInsurance.com) and find the link to the Improv Driving School on the home page. Click on that link and type in the promo code TRUE to save \$5 off your purchase.

## FORTUNE

Fortune Magazine's 2016 list of the world's most admired companies:

### The Top 15

1. Apple
2. Alphabet
3. Amazon.com
4. Berkshire Hathaway
5. Walt Disney
6. Starbucks
7. Southwest Airlines
8. FedEx
9. Nike
10. General Electric
11. American Express
12. Costco Wholesale
13. Nordstrom
14. Facebook
15. Coca-Cola



### FLOATER:

An endorsement to the homeowners policy that provides coverage of personal property (not real estate) beyond the limits or terms of the basic policy. Used especially when the policyholder has unusually valuable personal property.



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*Thanks for doing business with us! — Jay True*

- Insuring more than 3,500 Homes
- Insuring more than 6,000 Vehicles
- Insuring more than 700 Businesses
- Insuring more than 15,000 of your neighbors!
- 13 New York Licensed Insurance Agents
- Good value! Good rates! Good service!



**We share tips, news, contests and more!  
We also post the pictures of our happy clients!**

## THANK YOU for your referrals!

Look at all of these people who referred us to their friends and neighbors. Thank you for your confidence! We hope you are enjoying your \$15 Ithaca Bakery gift cards!

Anna Jean Billington	Klyann Shubuck	Christa Bissell
Ed Finegan	Elliot Droatus	Bill Goodman
Dennis Stein	R Joseph Dannelley	Mark Whitmore
Irene Truong	Janice Thorton	Janice Murphy
Stephen Kirsch	Brandon Creen	Sierra Skinner
Erin Stewart	Howard Jennings	Artur Voroyer
Brook Ruzicka	Laura Shelton	Emily Stamp
Elliot Droatus	Liz Hudson	Jason McGory
Charlie Gibson	Raymond Trimm	Ashley Cake
Jessica Theopold	John Hughes	Hanunah Abdor
Ian Arminger	Shakara Perkins	Mary Anne Grady Flores
Peggy Wiiki	Cynthia Kramer	Augie Adams
Michael Kerr	Missy Bradford	David Hart
Dorothy Hile	Midge Doyle	Jeffrey Roman
Kevin Koehler	Martha Vlahos	Barb Woodard
Derek Voorheis	Yuxin Liu	Anthony Harding
Jillian Wheeler	David Brumsted	Nicole Cummings
Timothy Humphrey	Theresa Morehouse	Napierski
Dave Brumstead	Cheryl Escobar Coban	Mark Sipes
Geoffry Wright	Patricia Woodward	
Albert Fish	Sharon Passmore	
Miranda Fisher		
Denise Nickerson		
Elliot Droatus		
Lorene Jump		



## Recipe from the True Crew Pineapple Pudding Cake



**Laura Ruebel,  
Personal Lines Agent**

**MAKES: 20 servings**

### INGREDIENTS

- 1 package (9 ounces) yellow cake mix
- 1-1/2 cups cold fat-free milk
- 1 package (1 ounce) sugar-free instant vanilla pudding mix
- 1 package (8 ounces) fat-free cream cheese
- 1 can (20 ounces) unsweetened crushed pineapple, well drained
- 1 carton (8 ounces) frozen fat-free whipped topping, thawed
- 1/4 cup chopped walnuts, toasted

**TOTAL TIME: Prep: 25 min.**

**Bake: 15 min. + chilling**

Prepare cake mix batter according to package directions; pour into a 13-in. x 9-in. baking pan coated with cooking spray.

Bake at 350° for 15-20 minutes or until a toothpick inserted near the center comes out clean. Cool completely on a wire rack.

In a large bowl, whisk milk and pudding mix for 2 minutes. Let stand for 2 minutes or until soft-set.

In a small bowl, beat cream cheese until smooth. Beat in pudding mixture until blended. Spread evenly over cake. Sprinkle with pineapple; spread with whipped topping. Sprinkle with walnuts and garnish with cherries.

Refrigerate until serving.



Labor Day honors the American labor movement and the contributions that workers have made to the strength, prosperity, and well-being of the country.  
**A special thank you to my 15 team members who work hard every day. -- Jay True**

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