



124 Seneca Way, Ithaca NY 14850 • (607) 273-7511 • TrueInsurance.com



## “After all this time...why a newsletter, Jay?”



*I'm asking myself the same thing.*

The agency is really busy, and we have a lot of news that should reach you. And I don't mean insurance news; I mean agency news, staff news and community news. And there is no better way

for you to get the news than in a newsletter that – I promise – will be interesting, light and informative.

You will find staff introductions, GOOD insurance tips, stories about local businesses and people that we insure, fun tidbits and pictures and contests. We just want to be connected to you.

This newsletter thing is new to me. If I am making mistakes, let me know. If you like it, let me know. If you have story ideas or photographs, send them along. I'll take all the help I can get.

– Jay

## Random thoughts

Becki Hildreth  
Personal Lines Sales

- *Relaxes at night by playing solitaire on-line*
- *Has a cat named Cat. She was a rescue from the Tompkins County SPCA.*
- *Does not like lima beans. She is very unhappy if she sees them on her plate at a restaurant.*
- *Loves, loves, loves the ocean!*
- *Her family knows that if she suddenly goes “missing,” they should check the casinos.*
- *Shoes, shoes, shoes! (That's what she wrote. Does she love shoes? Or does she need shoes? What is she saying?)*
- *Has been a licensed agent for 25 years and happily worked for True Insurance for 13 years*
- *Is a proud grandmother of ten! And, yes, she can name all of them!*



## Get a **free** Ithaca Bakery gift card!

**Do you like the Ithaca Bakery? If so, get excited. Get VERY excited!** For every referral you send to True Insurance — for every person we quote — we will send YOU a \$15 Ithaca Bakery gift card.

We appreciate referrals! It means we have earned your trust, and that means a great deal to us. The gift cards are our way of saying “thank you.”

But just in case we aren't clear enough, we give away even more — a \$200 pre-paid Mastercard gift card every quarter. So, the more referrals you make, the more chances you have to win the \$200 gift card.

We ask every person who comes to us for a quote how they came to visit us. Just make sure they are saying YOUR name, and you will be eating well!



**ITHACA BAKERY**

EST. 1910

ITHACA, NEW YORK

# Welcome to our New Personal Lines Agent

## Welcome, Deb Kippola!

Deb, a personal lines agent, joined the True Crew in July, and she has fit right in. "I feel very welcome here," said Deb. "My co-workers and the insureds have all been great. I am doing what I love — working in customer service, helping with new policies, changes, updates and answering questions."



Deb is a lifelong resident of Trumansburg, and now lives there with her husband, Rich. They have two adult sons, Zach and Mitch, and they are "enjoying the empty nest" with their dog, Maggie. Deb loves spending time with her family and friends, hiking, cooking, participating in obstacle courses/mud runs, traveling and she is an active member of CrossFit Pallas.

The True Crew — some of who worked with Deb previously — are happy to have her on board.

# Welcome New Clients to the Agency

# yeah!

GAYLE FLINN  
BRETT GILL  
KEVIN CHURCH  
SARAH CANADY  
BRIAN ROBINSON  
TERESA TROY  
RAYMOND FOX  
CAROLYN MONTAGUE  
CALEB BULLOCK  
RUSSELL MASON  
CARL CARPENTER  
CYNTHIA COVILLE  
ROBERT AND DIANA  
CHAMBERLAIN  
PAUL WHEELER  
ASHLEY WATTS  
ABY HASSAN  
JORDAN CLEMONS

# 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!

Rickey Kirk  
Keith Short  
Holly Newhart  
Adam Bauchner  
Tammy Blaze  
Lei Liu  
Gregg Mitchell  
Marvin English  
Emily Stamp  
William Sherwood  
Jolan Becken  
Yunping Liu  
Alex Dengel  
Timothy Gaffney  
Lois Collins  
Stacy Bordoni  
Dennis Mogil  
Fran Dannelly  
Greg Copeland  
Brian Masun

Rick Grover  
Amber Smith  
Sean Park  
Difaner Sweet  
Gary Church  
Larry Stanton, Jr.  
Randolph Bullock  
Penny Coville  
Cynthia Coville  
Dan Pritchard  
Vadim Tkachuk  
Robert Earle  
Mark Ladd  
Steve Ryan  
Petr Leshkiv  
Ziyi Zhu  
Terri Kubarek  
Cindy Coville  
Biu Brumsted

Mary Terese  
Pasquale  
Robin Ellerbrock  
Renee Rojas  
Keely Cain  
Bruce  
Auchampauch  
A.J. Zahn  
Brian McPherson  
Roger Jagoda  
Jeff Georgia  
Donald Bradford  
Jan Brache

Dennis Buono  
Cathy Allen  
Liyan Jia  
Ed Moran  
Chet Owens  
Barry Jacobsen  
Constance  
Benjamin  
Roland Conover  
Chris Carpenter  
Jordi Llorens  
Calveras



THANKS!

## ITHACA BAKERY

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# Pride & Joy Corner

## Say **hello!** to Antonio

Antonio is the grandson of Mary and Todd Hulbert, born to their youngest daughter, Abbie. Antonio was born three weeks prematurely, but is healthy and "absolutely perfect" according to "Glammom" Mary. (Glammom? Mary says she is far too young to be a grandmother so a more appropriate name was needed.) "Todd and I love being grandparents, and it is so much different than when we were raising our girls," said Mary. "We are loving every second of it!"



## Say **hello!** to Bryce

Bryce is the fourth — and most recent grandchild — of Sharon Passmore. He joins his sister, Jillianna, who was born last January. Sharon calls grandchildren "God's gifts to us." She loves their smiles and watching them discover new things. ("And then you give them back to their parents!")



Do you have a child in your life that you want to feature? Send a picture and a short description to [service@TrueInsurance.com](mailto:service@TrueInsurance.com). We will feature your child in an upcoming issue of *The True Story*.

# Random thoughts

Lisa Sheffield  
Personal Lines Sales

- *Thinks coffee and chocolate should be classified as foods*
- *Will eat anything with pesto on it*
- *Walks with her co-workers at lunch*
- *Would never make it as a movie critic – she can't EVER remember the titles of movies she has seen.*
- *Was chased by an alligator when she was a child*
- *Knows sign language*
- *Worked in the Ithaca City School District for 15 years*
- *Won't eat liver or beets*
- *Has never been outside of the United States*
- *Favorite time of the year is spring – when everything is coming to life!*



## What we will offer you on Facebook...

We started this month with 50 Facebook fans. (And most of those fans are Jay's family. Sad!)



The truth is, we haven't put much effort in to our page. But that has changed! We aspire to have a Facebook page where we offer you tidbits from our world. We won't bog you down with insurance articles. We want to keep it light — just like you keep your Facebook page light.

So, will you "like" us on Facebook? We promise you funny and inspiring news, pictures and comments. If enough of you "like" us, we will have contests for gift certificates to local businesses. Wait. Does this mean we are buying our friends?!

### LOCAL BUSINESS SPOTLIGHT

## Contemporary Trends

FAMILY OWNED AND OPERATED SINCE 1956, Contemporary Trends is the center for Scandinavian and Domestic furniture in the Finger Lakes region and beyond.



The collection includes good modern design from the US, Italy, France, Canada, Denmark, Sweden, Norway and Finland, as well as lamps, rugs, flatware, crystal and china.

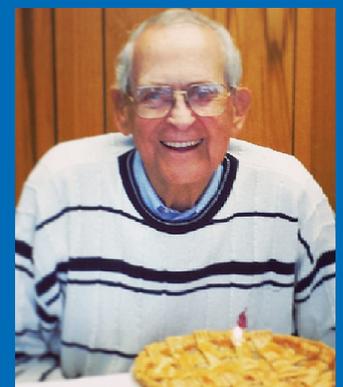
Their priorities are dependable quality, excellence in design, a large selection, a broad price range, and knowledgeable assistance.

Visit Contemporary Trends for some of the best for home and office at their showroom on the corner of Seneca and Aurora Streets in downtown Ithaca.

### A Thanksgiving Poem...

May your stuffing be tasty,  
May your turkey plump,  
May your potatoes and gravy have nary a lump.  
May your yams be delicious  
and your pies take the prize,  
and may your Thanksgiving dinner  
stay off your thighs!

Happy birthday,  
Jerry True!  
*Celebrating 89  
fantastic years!*





124 Seneca Way, Ithaca, NY 14850  
607-273-7511

[www.trueinsurance.com](http://www.trueinsurance.com)

*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!

## Famous American Fibs

- The check is in the mail.
- I'll start my diet tomorrow.
- Give me your number and the doctor will call you right back.
- Money cheerfully refunded.
- One size fits all.
- This offer limited to the first 100 people who call in.
- Your luggage isn't lost, it's only misplaced.
- Leave your resume and we'll keep it on file.
- This hurts me more than it hurts you.
- I just need five minutes of your time.
- Your table will be ready in a few minutes.
- Open wide, it won't hurt a bit.
- Let's have lunch sometime.
- It's not the money, it's the principle.



## Halloween Flashback

Ann McNamara as Flo.  
*She had us laughing all day!*

## Remember! every time you refer a friend

or family member to True Insurance, not only do you earn a \$15 Ithaca Bakery gift card, but you are also in a drawing for one \$200 pre-paid MasterCard gift card that we give away every quarter! *Increase your referrals to increase your chances of winning!*



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