



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

Fall 2014

30% SAVINGS on Car Insurance??!!

Carl Camerota received a 30% discount for his good driving habits from the Progressive Insurance Snapshot Program.

What is Snapshot and how can you save money?

In short, you **plug a little device into your car and within 30 days you could save big!** The better you drive, the more you save with Snapshot, because the Snapshot device keeps track of your good driving.

Drive like you usually do for 30 days and go online to see your projected savings, as well as:

- how often you slam on the brakes
- how many miles you drive
- and how often you drive between midnight and 4 a.m.

Then you can get a personalized rate. Any Snapshot discount you earn kicks in immediately, so you can start saving right away! Then, you'll stay plugged in for five more months to set your ongoing renewal discount.

Would you like to try saving money today with SnapShot? Call us! Signing up is free! And you don't need to be insured with Progressive to determine your savings and to see if switching to Progressive is right for you!

Carl Camerota with AnnMarie McNamara, Manager



True Rewards!

Dorothy Lovelace won a \$200 MasterCard from True Insurance! The team drew Dorothy's name from all of the people who referred new clients to True Insurance between July 2013 and November 2013. How can YOU enter to win a \$200 MasterCard? 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 MasterCard drawing held every quarter. Every time you refer someone you get another Ithaca Bakery gift card and another chance to win the \$200 MasterCard! It's our way of thanking you for recommending our services.

NO PURCHASE
NECESSARY.



Dorothy with
Jay True,
President



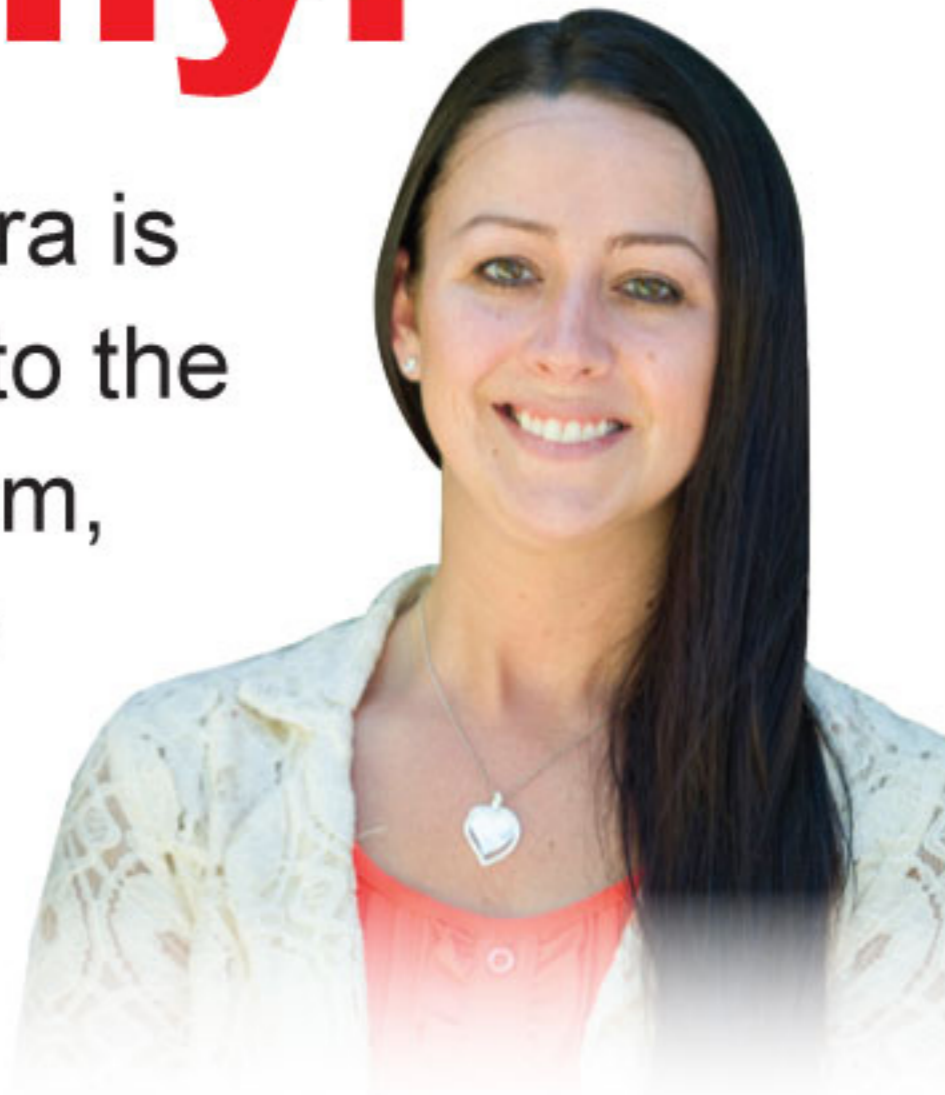
Floyd Wilcox

Commercial Lines Manager

- Loves to go fishing, especially small ponds and lakes for bass, and stream fishing for trout
- Has a passion for auto racing! "The best race of the year is Watkins Glen. I have a reserved section there. I also did the Richard Petty Driving School in Florida. It was a great experience and loads of fun!"
- Loves to be with his two children and five grandchildren
- Enjoys hiking, jogging and walking ... and being outdoors in general
- Enjoys watching all sports! But baseball has to be watched LIVE – not on TV!
- Enjoys reading, especially dog stories
- Really enjoys driving
- Totally enjoys being in the insurance business, building and cultivating the client relationships
- Loves music, especially classic and country rock, and he is addicted to Music Choice
- Makes a mean stir fry

Hello Brittany!

Brittany MacNamara is the latest addition to the Personal Lines team, but she is certainly no stranger to True Insurance. Brittany started with True



Insurance in 2008 as a receptionist, where she did a fantastic job assisting clients. When a position became available on the Personal Lines team, Jay knew that Brittany would be a terrific fit. "Brittany is pleasant, smart and very knowledgeable in the industry, so I knew she would be a great addition," said Jay. Brittany passed her licensing exam in May and is now settled in to her new role. "I am excited to be even more of a resource to clients," said Brittany. "I am ready to get busy! Call me!"

Welcome Crystal

True Insurance is pleased to welcome Crystal Brown to the True Crew. Crystal joined True as the Claims Representative in March of this year, and the team is happy to have her.



After all, she brings with her eight years of insurance customer service representative experience. This makes her a valuable resource and team member. "She not only has her own role to play as a claims representative," explained Jay True, "but she will be able to help our personal lines team through vacations and absences." If you have questions on a claim, you will likely be speaking to Crystal. "While I hope our clients won't have a need for me, if we do need to work together, I look forward to it!" said Crystal.

Welcome New Clients to the Agency

Bruce Boyle
Ronald Lis
Dangwei Zhou
Shirley Breen
Julie Driscoll
Lucus Hutchings
Jonathan Hoffman
Minujie Huang
Kim Hemphill
Michael Ahstrom
Charm Varga
Helen Korzec
Barb Kelly
Sandra Bickel
Matt Doolittle
David Osborne
C D Strugeon
Tien NGO
Matthew Slaybaugh
Paul Mozeley
Susan Harkin
Venaimen Lykhvar
Randi Jerome
Kyle Vanderpool
Patricia McIntosh
Susan Corbin
Homayun Omar
Kim Olsen
Latrisha Harris
Keaton Daley
John Drake
Sarah Kelley
George Swansbrough
Anthony Woods
Sarah Allison
Meenakshi
Manivannan
Sabrina McCoy
Luca Pandolfi
Charles Hatt
Bonnie Maine
Darrel Baker
Cindy Nham
Leifur Thorbergsson
Vera Peterson
Melissa Mann
Micah Kraus
Cynde Hammond
Valdis Rigdon
Kristina Cook
Marco Battaglini
Alison Redick
Erik Conner
Daniel Eicher
David Price
Cody Short
Robert and Laura
Andolina

Ethel Sequeria
Karmjitt Benipal
Jeffrey Smith
Marcus B. Riehl
Loisanne P. Thomas
Shawn Murphy
Debra J Price
Juan Wang
Ahman Rafiqi
Deshawn Simmons
Dillon L. Gossett
David S Boylard
William Hunter III
S Inthavanavong
Athene A. Ruhl
Amy Workman
Michael A. Campbell
Tianran Sun
Kia Wang
Katrina Wood
Edward Banhan
Tierra C. Labrada
Xu Xu
Cassandra M. Niles
Daniel B Rose
Samuel Omarova
Somer L White
Kaylynn Johnson
Lindsay N. Lakomy
Luke E. Sjolund
Matthieu K Stratton
Alice G. Ball
Dexter G. Morrill
Edward Kitchen
CLKL LLC
Douglas B. Gruen
Andrew Jordan
Sidney Cleveland

Jan F. Stowell
Ari Feder
Robert C Roe.
Tucker T. Davis
Jared M. Kolenberg
Jason Criss
Raymond L. Niles
Elliott Ryan
Timothy J. Ball
Tara Bennet
Saule Omarova
Leah R. Rugg
Stacey E. Sieverding
Xiangyong Sun
Normitsu Mori
Whitney M. Dunn
Shawna W. Halstead
Jose G. Dongard
Mauricio R. Barrosa

Shawna L. Pierce
Ryan D. Kneeland
Aritotelis C. Tagarakis
Gary E. Wilbur
Claudio V. Macedo
Wesley W. Uitos
Robert E. Jordan
Amy B. Puryear
Theresa L. Berggren
Kaitlyn S. Stamp
Ann Gell
Kenneth E. Payne
Luke P. Bowes
Smith A. Reed
Steven M. Polakow
Keegan Selover
Bruce D. Boyle
John A. Siliciano
Mary A. Snider
Anthony J. Walrad
Ta Kwe
Anthony M.
Farnsworth
Ellis B. Haley
Brennan J. Young
Sarah R. Felker
Lucas W. Wall
Crawford
Cody A. Hilsinger
Xiyue Huang
Michael D. Mayhew
Mark E. Waterman, JR
Gennie L. Andrews
Franklin V. Rosario
Calderon
Carmen B. Aquino
William C. Walsh
Nathan B. Mabry
Kevin P. Foley
Yibei Xiao
James D. Kane
Jinwha Kang
Joseph Margulies
TJ Denmark II
George W. Little II
Tara M. Helbling
Adrian A. Williams
Crystal L. Pierce
Wayne Van
Peter L. Bruehwiler
Judith Boyes
Erin Lovejoy
Megan S. Swartwood
Ioannis Seferlis
Lillian S. Morris
Maralyn S. Edid
Amanda R. Eng

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!



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ITHACA, NEW YORK

Brandi Lopez-Diaz
Douglas Nichols
Sara Spence
Lloyd Twarz
Donald MacCheyne
Bernadette Veney
Sa Deljoo
Rene Garcia
Kalli Newport
Julie Clougherty
Anatoly Vovk
Bridget
Olus Boratov
Angie Brown
Stephanie Sechler
Miranda Fisher

Amy Hovanec
Livingston Farrand
Tim Blecker
Sheila Snow
Roberta Hazzard
Raymond Niles
Cassandra Niles
Ayelahpo Paw
Kara Nash
Maddy Walsh
Erin Stewart
Miranda Fisher
Keith Hilker
Carmen Lucatelli
Justin Landon
John Mendelis

Fred Lutz
Dennis Bueno
Stuart Stevens
Dave Perrine
Doug Woodring
Brenda Pillar
Shaoming Sun
Chris Carpenter
Gregory Jacobs
Alex Hancharik
Marcus William
Diedrich Willers
Ung Tran
Augustine Adams
Leron Barseghyan
Cathy Allen

Deborah Allison
Peng Chen
Amy Lupo
Teresa Mosley
Gregg Albrecht
Nick Gentilli
Aaron Georgia
Donna Brown
Pat Wilson
Denise Nickerson
George Ridenour
Sabrina Swansburg
Sandra Siegle

Match That Babyrevealed!

In the last issue of our newsletter, we had a contest where – in order to win -- you needed to match the baby pictures to our team members. It was hard! In fact, the contest stumped everyone! We did not have anyone guess every picture correctly, so we sent a gift card to everyone who participated! Who are these sweet babies? Here are the answers.



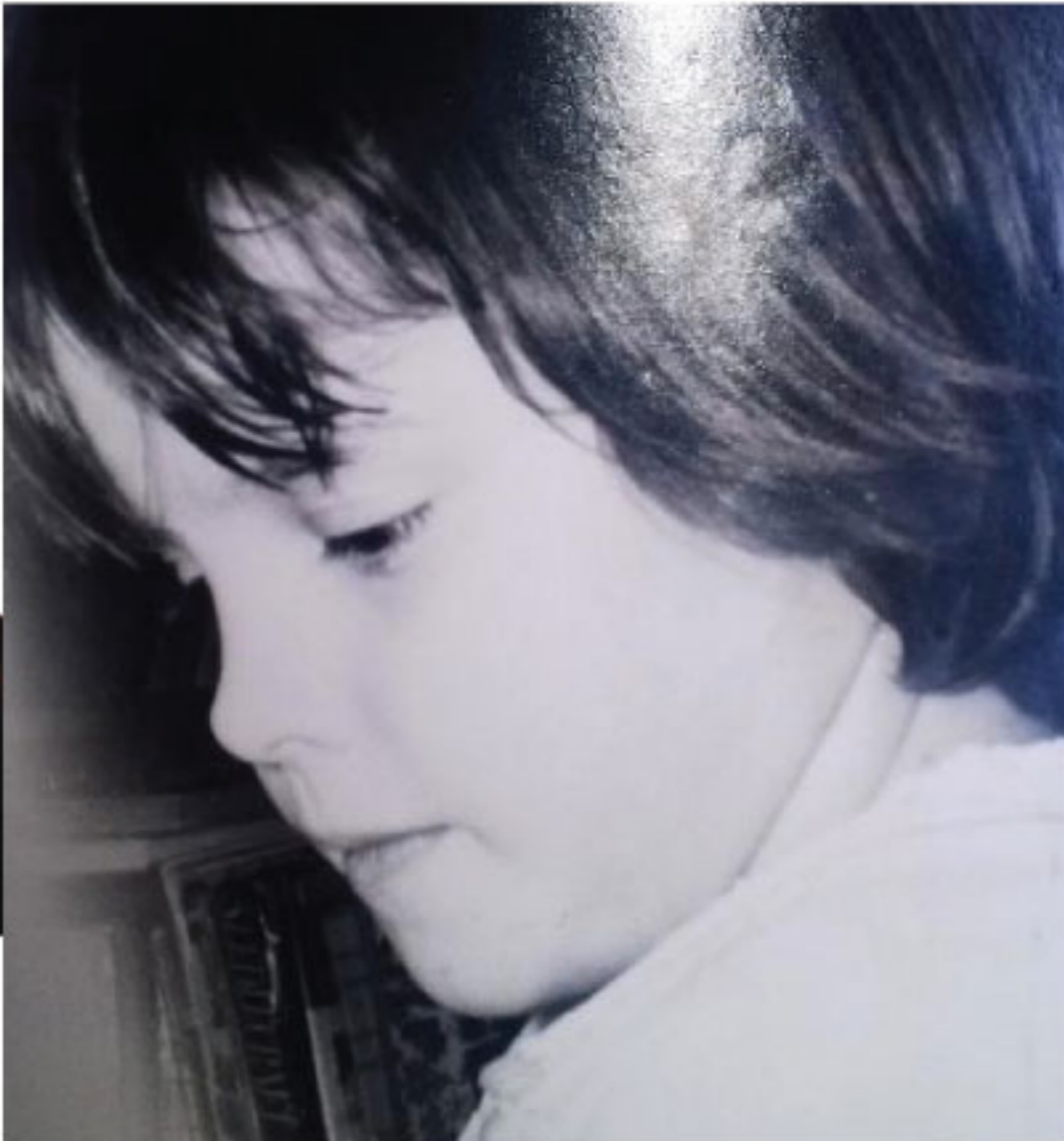
1 Jay True



2 Becki Hildreth



3 Mary Hulbert



4 Lisa Sheffield



5 Brittany McNamara



6 Laura Ruebel



7 Deb Kippola



8 Ann McNamara



thanks
for
playing!



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

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!

Congratulations, Laura!



Laura Ruebel is now a licensed agent! Laura, who was our claims representative for three years, has stepped into the shoes of Joyce Linville who retired from the agency earlier this year.

“Laura has stepped right in with fearlessness and a great attitude,” said Jay True. “We are so excited to have her on the personal lines team.”

“I love being a CSR!” she said. “I help people every single day. It’s amazing.”

Recipe from the True Crew Summer Salad

16 oz vanilla yogurt
1 regular tub of thawed cool whip
1 small box cheesecake flavored instant pudding
1 bag miniature marshmallows
1 container of sliced strawberries
3 or 4 bananas

*Submitted by Becki Hildreth,
Personal Lines,
New Business Sales*

Mix all ingredients – except the fruit! – all together. (Do not make the pudding! Just put the dry mix in the wet mixture.) Add the fruit. Best if chilled and eaten the same 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 entered in a drawing for a \$200 pre-paid MasterCard gift card that we give away quarterly! *Increase your referrals to increase your chances of winning!*



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