



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

Spring 2014

## True's Truly Random Top 10 List

- 1 True Insurance has insured two magicians. But True Insurance has only insured one clown.
- 2 The month when most deer are hit? Quelle surprise! November.
- 3 The right rear tire on your car will wear out before the other three will.
- 4 If you open a car door into traffic, the person who opens the door is responsible, not the car that hit it. That's the law!
- 5 The biggest claim ever paid on behalf of a True Insurance client was \$2,000,000. The biggest house fire claim True Insurance ever paid was \$1,000,000 for House and Contents.
- 6 The most expensive businesses to insure are:
  - »Tree Trimmers (*Look out below!*)
  - »Excavators (*Look out below & above!*)
  - »Bowling Lanes (*Surprised? The chemicals that coat the lanes are flammable.*)

- »Auto Body Repair Shops (*Flammable paints go BOOM!*)
- »Fireworks Manufactures and Sales (*BOOM!*)
- »Internet Sales (*Why? Lawsuits can potentially be brought from anywhere in the world.*)
- »Roofers (*Look out below!*)
- »Chinese Restaurants (*Grease fires. Delicious grease fires, but grease fires nonetheless.*)
- 7 More Americans have died in automobile accidents than have died in all U.S. wars.
- 8 No matter how cold it gets, gasoline won't freeze. When the temperature gets below -180 degrees F, it just turns gummy.
- 9 Flood insurance does not cover items damaged in your basement or damage to the basement.
- 10 True Insurance writes five new policies a day! (We keep 'em busy!)

## True Rewards!

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

NO PURCHASE NECESSARY.

Difaner with Jay True, President

## Random thoughts

Mary Hulbert  
Personal Lines Agent

- Loves everything glittery and sparkly!
- Loves to take long rides with her husband on his Harley and explore new places and restaurants
- Makes THE BEST Mac and Cheese in the world, and for every celebration at the office, the True Crew makes her bring it
- Has a new-found passion for manicures and pedicures
- Loves to shop at Hobby Lobby
- Wants to take a dream trip to Greece!
- Dirty secret: She is addicted to reality T.V.! All of it!!
- Loves going to comedy shows
- Has had the same best friend for 32 years and they email or talk almost every day. (Ithaca High School, class of 1985)
- Watches her grandson every Saturday so that she can "spoil him rotten and show him off"
- Enjoys bonfires and summer nights.
- Plans on retiring in Montana with her best friend and her husband





# Welcome New Clients to the Agency

Yun-Yi Pai  
Peter Wittko  
Jeremy Cheeley  
Ang Wu  
Jonathan Gould  
Justice M. Mainville  
Bin Bin Wang  
Michelle Doucette  
Michael R. Fontana  
Matthew Wilkinson  
Shinya Nishimura  
Chad M. Thomas  
Carl T. Carpenter  
Margaret Fisher  
Karen M. Pakkala  
Ron A. Jerome  
Alexis V. Roach  
Kimberly A. Zimmer  
Maria L. Trencansky  
Michaela J. Brangan  
C. R. Carpenter

Joseph R. Gibson  
Kathleen M. Vogel  
Kimberly L. Ward  
Elliot Ryan  
Paul E. Leskinen  
Robert C Mazourek  
Cayuga Lumber Inc.  
Ping Fu  
Jose R. Rolon-Davilla  
Tiffany Butts  
Laura M. Dankelman  
Tracy E. Fenton  
Micheline Zion  
Cruz Enrique Colon  
Rachael M. Monticello  
Irene Bunkowski  
Kimberly M. Seymour  
Tarik J. Atkinson  
Sandra K. Bickel  
Zachary C. Jones

Chelsea Cronk  
Heidi Woodward  
Edward White  
Matthew J. Sweet  
Steven D. Gordon  
Joyce L. Lovelace  
Dale A. King  
Lucas R. Monroe  
Susanne M. Buck  
Sue B. Rivers  
Robert E. Wright  
Timofey P. Nikulin  
Jennifer A. Stamp  
Jay Boulia  
Timothy J. Bailey  
Caitlin A. Fields  
Vasileios Fountoulakis  
Hedan Bai  
Yanan Liu  
Xueming Dan  
Jonathan T. Sze

Raul F. Valdes Perez  
Zachary D. Kelly  
Margaret G. Ball  
Candy J. Tomberelli  
William R. Carlisle  
Brian P. Kibler  
Kathryn E. Buschelle  
Xiu Rong Su  
Michael R. Labrecque  
Barbara Blom  
Todd Nau  
Eric L. Foster  
Jeong Han Kang  
Cari N. Bamforth  
Christina E. Oxley  
Irene Bunkowski  
Brandon E. Doolittle  
Erika Linsdell  
Christopher J. Szarke  
Henry R. Peterson  
Scott H. Thomas

## 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!

Fred Martin	Yuling Zheng
Anita Champion	Penny Coville
Dorothy Lovelace	Wanda Fenton
Nancy Pakkala	Dorothy Lovelace
Dennis Buono	Steven Lacy
Greg Copeland	Robert Doolittle
Mo Reycroft	Carla McEver
Betsy Rudolph	John Bell
Ivan Perin	Lisa Strauss
Maddy Walsh	Marcia VanBuskirk
Ken Benjamin	Elliot Breadus
Carolyn Grigoro	Bryant Adams
Olga Leshkiv	George Ridenour
Annette Payne	George Payton
Christopher Smith	
Greg Copeland	
Olga Leshkiv	



### ITHACA BAKERY



ITHACA, NEW YORK

## Recipe from the True Crew

### Ritzy Broccoli

Submitted by  
Sharon Mouilleseaux,  
Bookkeeper



2 pkgs frozen chopped broccoli  
1 can cream of mushroom soup  
2 eggs, beaten well  
½ cup mayonnaise  
1 cup Velveeta cheese, diced  
1 cup Ritz cracker crumbs

Cook broccoli as directed on package until tender. Drain well. Combine soup, eggs, mayonnaise and diced cheese. Mix well. Add drained broccoli and pour into baking dish. Sprinkle on Ritz crumbs, dot with butter. Bake at 350\* oven for 30-35 minutes.

## Pride&Joy Corner

### Say **hello!** to Elizabeth

Elizabeth Ann is the daughter of Shannon and Paul MacCarrick. This little beauty -- born on November 4 at Cayuga Medical Center -- enjoys milk and is growing fast, especially in her cheeks, chin and thighs. A sweet, snuggly baby with a bright smile, Elizabeth can often be found honing her charms at 3am, as she coos and grins for her parents. Elizabeth spends her days traveling -- going to work with Mom, visiting her adoring family, assisting with grocery shopping, or -- her favorite way to travel! -- just flying through the kitchen in Dad's arms.



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.



# Really Frequently Asked Questions

**Q: Who can drive my car and be covered by my car's insurance?**

**A:** Anyone who drives your car with your permission will be covered by your car's insurance as long as the policy is paid and in force.

**Q: Why should I buy Renters/Tenant's Insurance?**

**A:** Renters Insurance is very reasonably priced and can be as inexpensive as \$13 a month. It will cover your belongings like

clothing, computers, furniture, bicycles, skis, cameras and televisions from Fire and Theft on and off your premises. Coverage even includes theft from your car or if your items are lost by the airlines.

There is also Liability Coverage included in the policy should you accidentally hurt someone on or off your premises.

And should your apartment have a fire so that you could no longer live there, there's coverage to pay to live somewhere else.

WHAT A DEAL!

**Q: Do Tickets and accidents affect my car insurance premium?**

**A:** In most cases, yes!! Usually both tickets and accidents will increase your car insurance cost. Want to pay less in auto insurance? Drive smarter!

*Do you have a question you would like answered?*

*Send it to [dani@trueinsurance.com](mailto:dani@trueinsurance.com).*



Jay True #\_\_\_\_\_



Deb Kippola #\_\_\_\_\_

## Match That Baby and Win!

Can you guess which baby turned into which adult? Give it your best shot! We will draw **three winners** from all correct entries – and the winners will receive \$15 gift cards to the Ithaca Bakery!



Laura Ruebel #\_\_\_\_\_



Brittany McNamara #\_\_\_\_\_



1



2



3



Becki Hildreth #\_\_\_\_\_



Mary Hulbert #\_\_\_\_\_

Who are these  
adorable  
babies?  
They are the  
True Crew!



4



5



Lisa Sheffield #\_\_\_\_\_



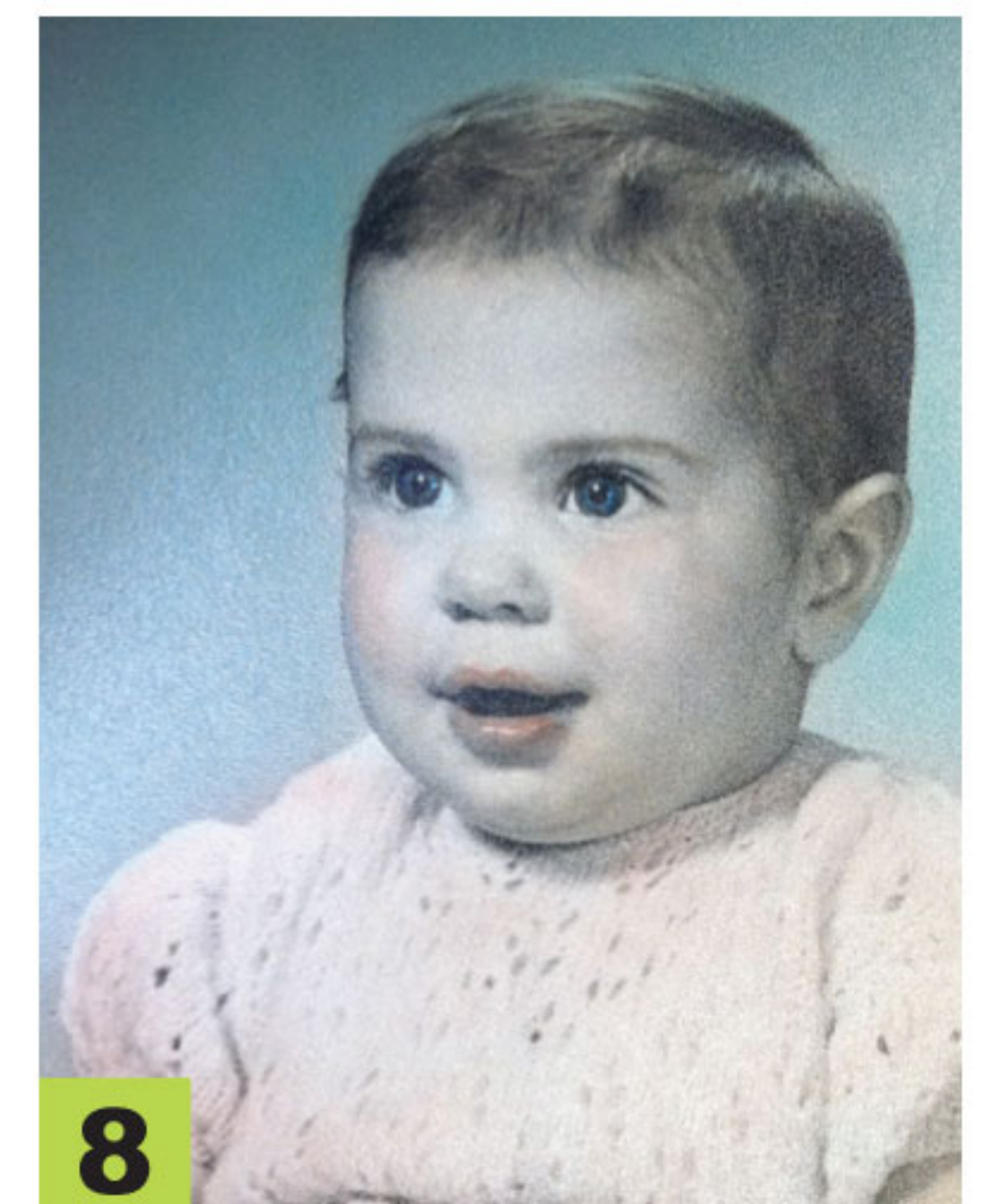
Ann McNamara #\_\_\_\_\_



6



7



8

Name: \_\_\_\_\_ Phone number: \_\_\_\_\_

Send your guesses in an email — with the page scanned or with the answers just in the body of the email — to **dani@trueinsurance**, or drop off the entry form/page at our office, 124 Seneca Way, Ithaca NY 14850. Winners will be drawn May 15.





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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!



Insurance Exchange, Erie Insurance Company, Erie Insurance Property & Casualty Company, Flagship City Insurance Company and Erie Family Life Insurance Company (home offices: Erie, Pennsylvania) or Erie Insurance Company of New York (home office: Rochester, New York). Not all companies are licensed or operate in all states. Not all products are offered in all states. Go to [erieinsurance.com](http://erieinsurance.com) for company licensure and territory information.

## “True-isms”

**from the Experience of Jerry True**

*“Insurance is a very logical business. Start at the beginning. The basics. Read the policy.”*

*“I always enjoyed working in insurance. It’s a way to HELP people.”*

*“No one likes insurance, but I always found it interesting, and I enjoyed the clients.”*



**Need a Magician?**

## Meet Jim Turner, local magician!

Jim Turner recently spent some time with the True Crew, switching his insurance from one carrier to another. He was so pleased that he saved money, that he treated us to a little magic! Look! He saved so much money, it was burning hole in his wallet! Do you need a magician (Don’t we all)? Find “The Magic of Sir James” at [sirjames@twcnj.com](mailto:sirjames@twcnj.com) or at 607-347-4503.

## 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 one \$200 pre-paid MasterCard gift card that we give away every quarter! Increase your referrals to increase your chances of winning!



**ITHACA BAKERY**

EST. 1910

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