



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

Spring 2015

## Price vs. Value: Which Shopper Are YOU?

**AMERICANS LOVE TO SHOP!** When it comes to shopping for insurance, our 6,000 clients use us as their “agents” or “personal shoppers,” searching the marketplace for their insurance needs. The first thing we try to determine is if each client is a “price” shopper or a “value” shopper. What kind of shopper are you?

Do you think all food is the same? Do you buy the store brand in the grocery store? Do you shop at Aldi’s? Or Wegmans? What items do you buy at the Dollar Store? When do you choose quality over price? We all have our preferences for individual products like food, coffee, clothing, tools, cars, etc. when quality or value is more important than price.

At True Insurance, our agents know you are bombarded by insurance companies advertising to save money. But ask yourself, when it comes to insurance are you a “price” shopper or a “value” shopper? We can provide either type of coverage; insurance policies and coverages are not the same from one company to another. We work with you to help you understand the difference in insurance between “price” and “value.” It’s a balance that everyone has to decide for himself and we’re here to help you make the best choice for you.

Each of us at True Insurance has many years of insurance experience. Work with us. We’ll make sure you’re receiving the correct balance between “price” and “value” to match the kind of buyer you are. —Jay

## True Rewards!

Juan Arroyo and Laura Dankelman both won \$200 MasterCard cards from True Insurance for referring their friends and neighbors to True Insurance. Their names were drawn from all of the people who made referrals to True Insurance between November 2014 and February 2015. 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.

Juan and Laura  
with Jay True,  
President

**NO PURCHASE  
NECESSARY.**



## Random thoughts

**Bonna Davidson**  
Receptionist

- *She hates ladybugs, but, ironically, she owns two and drives a VW beetle.*
- *People say she looks like Cheryl Burke from “Dancing With the Stars.”*
- *She enjoys baking, grilling and reading. Not all at the same time.*
- *She loves her three dogs. “I’m like the crazy dog lady.”*
- *Her two beautiful nieces have her wrapped around their finger and she never says no to them.*
- *She loves being in the garage working on cars.*
- *She is a great employee! She is always early to work and never calls in sick!*
- *She enjoys all types of music.*
- *Her real name’s not Bonna!*

# How Well Do We Know Insurance?

Well, based on our years in the industry, we know insurance pretty darn well! This is good news for YOU – you are in the hands of a professional, experienced team you can trust.

**Top Row:**

- Jay 36 years
- Floyd 41 years
- Sharon 28 years
- Jeannette 19 years
- Debra 30 years

**Middle Row:**

- Ann 43 years
- Karen 10 years
- Becki 26 years
- Bonna 1 year
- Crystal 10 years

**Bottom Row:**

- Mary 20 years
- Rachel 6 months
- Laura 4 years
- Brittany 7 years
- Deb 17 years
- Lisa 10 years

**Central Starburst:** FLOYD IS CELEBRATING 10 YEARS WITH TRUE INSURANCE THIS YEAR!

**Red Text Boxes:** NEW KID ON THE BLOCK!

## Welcome to the Agency:

Anna Brescia Lolas  
Michelle Maillet  
Shakara Perkins  
George Pollog  
Paul Kneeland  
Enhau Liu  
Bonan Zhang  
Penny Bridges  
Yongzhu Yi  
Anthony Davison  
Lois Park  
Marion Pryor  
Anthony Carlisle  
Rachel Vervalin  
Ann Wexler  
Nicholas DiEugenio  
Claire Combs  
Remy Tumbar  
Ian Rose  
Judy Stock  
Patricia Post  
Frank Torelli  
Xiao Huang  
Steven Rink  
Jamal Diboun  
Beth Gerrard  
Rob Licht

Stemovators LLC  
Mary Renner  
Nathaniel Day  
Ryan Rutledge  
Kem Tabome  
Timothy Andrews  
Kayla Woodard  
David Orbach  
Zachary Babcock  
Gloria Edington  
Elijah Moyer  
Krista Meeks  
Judith Bristol  
Qi Zhang  
John Austin  
Carlenna Garcia  
Taffy Wintermute  
Danielle Park  
Thena Gitlin  
Ryan Crawford  
Eli Friedman  
Heather Camacho  
Mariean Martin  
Robert Baliva  
Nathanael Brock  
Jessie Sweet  
Shana Lewis

Bernice Floresjusino  
Christen Gibbons  
Joseph Chely II  
Samuel Meyer  
Darin Mascaretti II  
Katherine Halliday  
Eli Shanks  
Hillary Boucher  
Matthew Torchia  
Yin Yee Leung  
John Parr Jr  
James Hoffa  
Chris Murphy  
Gilbert Santos  
Hannah Van Ostrand  
Faez Bakalian  
Yu Ling Huang  
Joseph Bylebl  
Doug Campbell  
Allen Little  
Gretchen Hildreth  
Melissa McEver  
Myia Boda  
Sejin Park  
Georg Petschenka  
Jared Jackson  
Gang Tao

Yugang Tian  
Yifu Zhu  
Brandon Stone  
Alexander Holgate  
Joe Cornwell  
Jill Hoffman  
Amy Fleishman  
Rodney Poyer  
Jerry Lobdell Jr.  
Barbara Pease  
Gary Reynolds  
Dana Sherwood  
Francis Reynolds  
Vladimir Kozak  
David Burns  
Ashley Nichols  
William Seymour  
Dah B Poe  
Michael Gandy  
Ian Spafford  
Xiufeng Zhang  
Nada Bakic  
ZAT4 LLC  
Stephanie Thorpe  
Cengiz Akkale  
Qun Bang Zhao  
James Cook

Anne-Leena  
Vourinen  
Ledell Chisolm  
Kristine Luoma  
Bismarck Mendoza  
Keith Miller  
Rodney Denard  
Alfred Auer  
Magon Richards  
Sam Bouabane  
Henry Kunerth  
Dawn Nuzzo  
Ronald Liso  
Brandon Planck  
Kevin Vaughan  
David Teeter  
Julie Lauren  
Erin Allen  
David Filiberto  
Jeff Vorhis  
Zarin Enterprise LLC  
Karina Dewey  
Julie Rose  
Karene Booker  
Maureen Bolton  
John Fisher  
Dhyan Saahas

## 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!



Chanel Cohen  
Wendy Blake  
Ashley Magee  
Tom Bohn  
Julie Hansen  
Kirk VanDee  
Laurie Meeks  
Stu Stevens  
Mary Lovelace  
Miranda Fisher  
Jon Albanese  
Jeff Boutilier

Christopher Roman  
Jackie O'Conner  
Dangwei Zhou  
Crystal Root  
Rosie Zifcheck  
Augie Adams  
Joyce Marsh  
David Brumstead  
Aritotelis Tagarakis  
Casablanca  
Mediterranean Cuisine  
Peter Leshkiv

Darla VanOstrand  
Ferdiman Kurniawan  
Swe Myint  
Regina Hubble  
Grant Wilder  
Mike Prouty  
John Winkelblack Sr.  
Edwin Brown  
Laura Dankelman  
George Petschenka

*"Spring is when you feel like whistling even with a shoe full of slush." –Doug Larson*

## Like Us on Facebook For A Chance to Win! Contests Galore!



### AT TRUE INSURANCE, WE ARE A FUN

### GROUP! And we keep our Facebook fun

– and, of course, social. We post things like contests, giveaways, staff photos, inspirational quotes, jokes. We don't post a lot of "insurance-y" stuff because that is not what Facebook is for, and we know that! This is a page where you will get to know US.

Like Us On  
facebook 

Every couple of months we will have a contest where you can be entered to win gift certificates to local businesses. It's our THANK YOU for reading what we have to say! So, won't you give us a "like?"





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[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!



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## Recipe from the True Crew

# No-Bake Alabama Lemon Pie

- 3 egg yolks
- 1 can of condensed milk
- 1 container of Cool Whip
- 1 can of drained pineapple
- 1/2 cup of lemon juice
- 1 graham cracker pie crust

Stir eggs yolks, condensed milk, lemon juice and Cool Whip together. Mix in drained chunks of pineapple. Pour into pie crust. Refrigerate for 4 hours before serving or put it in the freezer for an hour or so.



*Submitted by  
Ann MacNamara,  
Personal Lines Agent  
and Office Manager*

## 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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EST. 1910

ITHACA, NEW YORK

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**SPRING IS HERE!**