



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 Bordon
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!

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Pride&Joy Corner

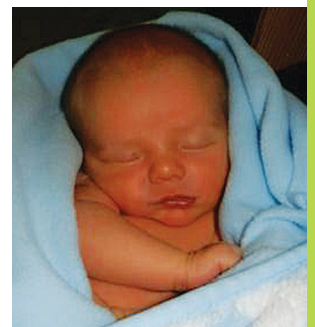
Say **hello!** to Antonio

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. 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!*



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!

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.



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





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!

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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