



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

Holidays 2018

## ❄️ CHRISTMAS FACTS ❄️ WE'VE NEVER HEARD BEFORE ❄️

❄️ Rudolph the Red Nosed Reindeer was conceived by department store Montgomery Ward as a marketing gimmick.

❄️ Rudolph almost didn't have a red nose; at the time, a red nose was a sign of chronic alcoholism and Montgomery Ward thought he would look like a drunkard!

❄️ "Silent Night" is the most recorded Christmas song in history, with more than 733 different versions copyrighted since 1978.

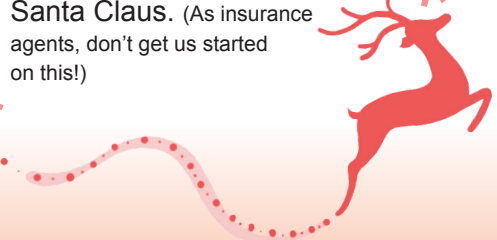
❄️ According to NORAD (North American Aerospace Defense Command), Santa usually starts his Christmas Eve journey at the International Date Line in the Pacific Ocean and travels west. So, historically, Santa visits the South Pacific first, then New Zealand and Australia.

❄️ According to Forbes, the highest-grossing Christmas movies of all time are Home Alone, How the Grinch Stole Christmas with Jim Carrey and The Polar Express.

❄️ Since Denny's restaurants in the US were originally designed to be perpetually open, their buildings were built without locks. This became a problem when, in 1988, they decided to close on Christmas Day for the first time.

❄️ In 17th century Europe, sherry was the primary ingredient of egg nog and it was used to toast health and prosperity. It was primarily consumed by the well-to-do because milk, eggs, and sherry were scarce commodities in Europe at the time. When the brew was brought to the New World, colonists used rum from the Caribbean instead of sherry because it was considerably less expensive. And, so, the rum version quickly became a popular drink for people of all classes in America.

❄️ In Ireland, children leave a pint of Guinness out for Santa Claus. (As insurance agents, don't get us started on this!)



## *Celebrating 40 Years at True Insurance: The Amazing Ann McNamara*



"Working side by side with you for decades has been a TRUE joy. You are respected and loved by your team, an incredible combination."  
-- Jay True

## True Rewards!



Bob Andolina of Ithaca won \$200 from True Insurance for referring his friends and neighbors to True Insurance. His name was drawn from all of the people who made referrals to True Insurance last quarter. How can YOU enter to win \$200? 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 drawing held every quarter. Every time you refer someone you get another Ithaca Bakery gift card and another chance to win the \$200 drawing! It's our way of thanking you for recommending our services.

NO PURCHASE NECESSARY.

*Wishing you Happy Holidays from  
all of us at True Insurance!*

## WELCOME to the Agency:

Cheyenne Jackson  
Christopher Baker  
Susan Massara  
Jeffrey Hildreth  
Valerii Rud  
Andrew McDonald  
Mitchell Lokey  
Sang Hyun Lee  
Devin McLaughlin  
Josephine Gonzales  
Kathryn Lines  
Bradley Walworth  
John Barone  
Mary McDonald  
William Stearns  
Hilda Rustyak  
Kathleen &  
Phillip Shay  
Chevaughn Fraser  
Weidong Zhang  
Wesley Young  
Mihaela Bocioaga  
Lindsay Pierce  
Haleigh Garrison  
Ryan Clark  
Melroy Borges

Kate Anderson  
Nancy Woods  
Albert Lurcock  
Emmitt Houston  
Paul & Georgia  
Hotchkiss  
Jeffrey Rzeszotarski  
Adelaine Davidoff  
John Seeber  
Robert Briotta  
Sergio Fernandes  
Michael Nembhard  
Laurie Kamp  
Helen Cotton  
Boris Khachaturov  
Lindsay Jones  
Jennifer A. Ludwig  
Margaret Lacey  
Janet Sikkema  
Kristin Powers  
Mary Richards  
Marley Elkins  
Esther Jeon  
J Christopher  
Skawski  
Maria Holden

Matthew Pool  
Deborah Perkins  
Noah Elman  
Austin Blais  
Nadine Cummings  
Robert Breindel  
Heather Breindel  
Andrew Rivas  
Jiansong Chen  
Judy Fenton  
Carol Anne Barsody  
Tiffany Bernheim  
David Siurano  
Therese Carvey  
Ryan Moore  
Linda Santos  
Lynn Coffey  
Kathryn Coffey  
Caroline Boucher

David Boucher  
Rose Pool  
Crystal Keller  
Keith Humphrey, Sr.  
Tiesha Jay  
Dongheng Jing  
Dollbaby Cooper  
Robyn Wishna  
April Vanderlinde  
Jeremy Hall  
Anita Hall  
Lance Ebel  
Jonathan Smith  
Helen Schantz  
David Call, Jr.  
Wenwen Ye  
Shaijun Zheng  
Elizabeth Windstein  
Rose Matheny

Dawan Shriner-Williams  
Annie Lovett  
Ziyang Hu  
Velvet Monroe  
Abhinav Adhikari  
Phillip Nolan  
Taylor Simrell  
Deborah Morse  
Chase Kasian  
Diane Kasian  
James Miller  
Patricia Smith  
Anthony Chandler  
Jason Beutz  
Yin-Yu Liu  
Peggy Ebel  
Barbara Fenton  
Zachary Makinster  
Della Hovanec  
Max Gaeta  
Hu Xu  
Joseph Way  
Bryan Dietz  
John Folsom

Great gift idea for parents!  
Buy your child insurance  
for the year!

## WELCOME

*to the New Front Desk Team ...  
and a **PROMOTION!***

Hannah Luszczyk and Stephanie Riley were recently hired as the new Front Desk Team. Ashley Holcomb -- who worked the front desk for one year -- was such a shining star that she was quickly promoted to Service Assistant where she assists -- and learns from -- the Personal Lines Agents.

Hannah and Stephanie both, coincidentally, come with backgrounds in customer service at local grocery stores. Having worked so much with the public, they are easily picking up the skills needed to serve the True Insurance clients.



Stephanie Riley

Hannah Luszczyk

Ashley Holcomb

## RENTERS INSURANCE

AVAILABLE FOR

**ONLY \$150 A YEAR!**



Help your young renters protect what they have with **Renter's Insurance**. Many landlords require it, and we will happily send proof of insurance to the landlord or property owner.



## FIVE TRUE RANDOM FACTS



**72%** of Americans do not know the people who live next door. Bring your neighbors some Christmas cookies!

Nearly **1,000** people die every year as a result of volcanic activity.

Your odds of getting hit by a meteor this year are **1 in 5 BILLION!**



The average lightning bolt is only an inch in diameter. And lightning is more likely to strike the same place twice than it is a new place. And odds are good that the Empire State Building will be struck by lightning twice this month.

**DEC 29** is Pepper Pot Day, commemorating the thick, spicy soup that was created to feed the Continental Army during the harsh winter of 1777-78. George Washington's chef combined scraps of tripe, small bits of meat, peppercorn and spices to create "the soup that won the war."



## INSURANCE TIP:

Jewelry, furs, guns, antiques, some art, and precious medals need special attention on a homeowners policy in order to be properly insured; they are not generally covered under a homeowners policy. Please see us so that we can be sure that your valuables are properly insured.



## We call this the "DEC PAGE"

"Dec Page" stands for Declaration Page. It's the first page of the policy and gives general information such as the insured's name, how long the coverage applies, and how much insurance is being provided.

## 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!*

Grant Gleason  
Robert Parks  
Daniela Bocioaga  
Marieclaire Huyghe  
Greg Grodem  
Sand Hyunlee  
Brian Nowlan  
Denny Buono  
John Russell  
Mihal Ronen  
Ellen Rueben  
Linda Parks  
Laurel Guy  
Patricia Goodling  
Jerry Mickelson  
Rex Locke  
Laura Andolina

Morgan Mae Miller  
Joseph Cummins  
William Baker  
Shaquille Richardson  
Cynthia Slothower  
Kateryna Kravchenko  
Patric Marallo  
Cheryl Morse  
Cindy Ceracche  
Kacey Dye  
Toni House  
Jerry Lobdell  
Ann Wexler  
Frank Domster  
Sonya Jackson  
Randall Good

## 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!



**ITHACA BAKERY**  
EST. 1910  
ITHACA, NEW YORK

# 66%

of consumers prefer to use a **local independent insurance agency** (Like us!) for their auto and home insurance, despite the ease of the internet.

Source: Professional Insurance Association



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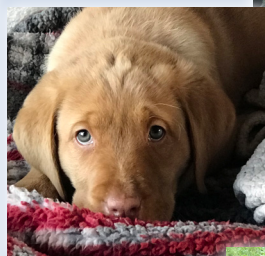
*Thanks for doing business with us!*  
— Jay True

- 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!
- 10 New York Licensed Insurance Agents
- Good value! Good rates! Good service!

## True Insurance's Special Relationship with Animals



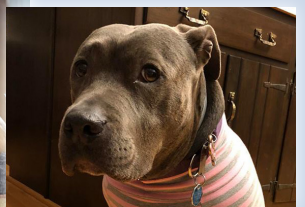
Deb Kippola and Amelia VanDeMark from True Insurance present a donation to Jim Bouderau, Executive Director of the SPCA of Tompkins County. True Insurance loves animals and sincerely appreciates the work of the SPCA of Tompkins County.



Marge loved by Ashley Holcomb



Dixie loved by Ashley Holcomb



Gucci loved by Deb Kippola



Hamburger loved by Amelia VanDeMark



Gabby and Taffy loved by Ann McNamara



Bella loved by Grandma Jolene Brooker



Nikkia loved by Amelia VanDeMark

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