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Fall 2019



True Insurance Patriarch Passes Away at 94

On August 5, Jerome "Jerry" B. True passed away peacefully at his home in Ithaca. Jerry was best known in the community as the owner of True Insurance – which he purchased in 1958 – and, for the next fifty years, Jerry

successfully mixed insurance and Republican politics with honesty and integrity. Above all else, though, Jerry was a family man, putting his family – wife Nan and their four children Jeff, Sally, Carol and Jay – above all else. Jerry's legacy lives on through the continued success of True Insurance and through the four children, eight grandchildren and one great grandchild who remember Jerry and his warm smile.

"Thank you for all of the kind words over the last couple of months. Sharing your memories and nice thoughts about my father has comforted the entire family."

– Jay True

Random Thoughts

Jolene Brooker,
Personal Lines Agent



My favorite winter sport is drinking hot chocolate and watching the Hallmark Channel.

I love spending time with my family on Thanksgiving. And stuffing. I love stuffing.

I love that my husband brings me my morning coffee while I am getting ready for work.

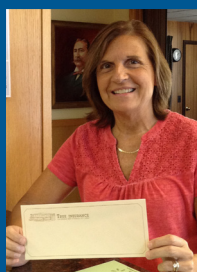
The scariest movie of my childhood was "Jaws."

I am named Jolene because my mom liked the name. My dad wanted me to be named Diane, but my mom had a difficult delivery, so when Dad came to the hospital, he could not say no to her.

My office has a window that overlooks the receptionists. I know that Hannah keeps Cocoa Pebbles in her desk.

I used to be a Commercial Lines Agent for another company and now I am a Personal Lines Agent here at True Insurance. They are so different! Change is not always easy, but taking the plunge into something new is good!

I look forward to 2020 and I hope my friends and family are healthy and happy.



TRUE REWARDS WINNER

Annette Payne of Freeville won \$200 from True Insurance for referring her friends and neighbors to True Insurance. Her 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.

Welcome to the Agency:

Aditya Jha	Paul Alderige	Michael Stooks	Jan Aldelhof
Shanakia Gray	Alex Orak	Amy Harper	Nancy Hillegas
Barbara Gardner	Carol Fry	Thomas Scaglione	Denis Burlachenko
Jason Rayle	Gregory Hess	Mark Smith	Kara Drebitko
Laura Gallup	Nicholas Gilbert	Grace Mattingly	Jesus Balderrama
Barton Ingersoll	Tony Hill	Rafael Almeida	Susan Quick
Zachary Rainboth	Amy German	Iman Johnson	Shannon Walrad
Grace Hallock	Anna Coogan	Taylor Freeline	Jack Carr
Brad DeYoung	Chad Pollio	Daniel El-Beri	Carla Schreiner
Zhen Yu Zhang	Daniel Keller	Roger Goodelle	Spring Smith
Sean Strednak	Aylah Stewart	Richard Dilan	Alan Martinez
Ben Bornstein	David Ross	Patricia Ehrich	Carole Kearns
Michael Delario III	Charles Duffy	Kevin Wielenberg	Steven Lee
Tamara Penfield	Jessica Clark	Rachael Monticello	Carolina Osorio-Gil
Christopher Gallagher	Samuel Schmidt	Laura Anderson	Samantha Walker
Changhwan Ahn	Douglas Stairs	Hannah Tanas	Ryan Goss
Jim Cullen	Olympia McFall	Daniel Urda	Kaitlyn McCullough
Jessica Bartlett	Eric Brown	Ashlee Reagin	Miranda Seymour
Caitlin Hoag	Alissa Bell	Taylor Brown	Joseph Arguello
Emily Adams	Anie Clark	Gary Mitchell	Sarah Clark
Zhiling Zhang	Molly Donovan	Benjamin Brown	Daniell Gelinas
Sanjay Behuira	Hiedie Bradford	Natalie Kelsey	Ryan Shaw
Joseph Keegan	William Looft	Wayne Padmore	Jessy Weber
Lauren Gaunt	Dana Sherwood	Aidan Intemann	Paul Soloway
Adam Sullivan	Jolane Becken	Ramello Jackson	Tim Phelps
Eamonn McCarthy	Paul Becken	Codey Smith	Martha Stettinius
Raymond Davis	Maryssa Dunham	Pakin	Laurie Snyder
Elizabeth Minor	Leslie McCracken	Wirojwatanakul	Julia Dillard
Min Liu	Tawnielle Woodward	Amena Farley	Mary Savino
Danielle King	Maxwell Mandeville	Larry Nivison	Christine Elfman
	Danilo Marte	Bradley Marquardt	Cyril Glasse

Recipes from the True Crew

Mary Hulbert,
Personal
Lines Agent



Mary's Jambalaya

Discovered on delish.com

INGREDIENTS

- 1 tbsp. extra-virgin olive oil
- 1 onion, chopped
- 2 bell peppers chopped
- Kosher salt
- freshly ground black pepper
- 1 lb. boneless skinless chicken breasts, cut into 1" pieces
- 1 tsp. dried oregano
- 6 oz. andouille sausage, sliced
- 2 cloves garlic, minced
- 2 tbsp. tomato paste
- 2 c. low-sodium chicken stock
- 1 (15-oz.) can crushed tomatoes
- 1 c. long grain rice
- 2 tsp. Old Bay seasoning
- 1 lb. medium shrimp, peeled and deveined
- 2 green onions, thinly sliced

In a large pot over medium heat, heat oil. Add onion and bell peppers and season with salt and pepper. Cook until soft, about 5 minutes, then stir in chicken and season with salt, pepper, and oregano. Cook until the chicken is golden, about 5 minutes, then stir in andouille sausage, garlic, and tomato paste and cook until fragrant, about 1 minute more. Add chicken broth, crushed tomatoes, rice, and Old Bay. Reduce heat to medium low, cover with a tight fitting lid, and cook until the rice is tender and the liquid is almost absorbed, about 20 minutes. Add the shrimp and cook until pink, 3 to 5 minutes. Stir in green onions just before serving.

INSURANCE TIP:



Business owners, if you are sued by an employee alleging discrimination, wrongful termination or harassment, your interests will not be covered by standard liability insurance. You need Employment Practices Liability Insurance (EPL Insurance). EPL insurance provides coverage to employers against claims listed above. Call us to talk about your need for EPL Insurance.

Welcome Nora Jordan and Melissa Thompson!

It was a great month!
We hired two new fabulous True Crew members.



Nora joins Hannah at the front desk as a member of our two-person receptionist team. Nora comes to us with many years of excellent customer service experience -- including from the floral department at Wegmans -- and she is a cheerful, pleasant addition to our front-line team.



Melissa, a licensed personal lines agent, has worked in the insurance industry in the Ithaca area for nearly five years and is now bringing her experience to our Personal Lines Team. We are thrilled to bring such a talented agent onboard.

Welcome to both of you!



Becki Hildreth, Beloved Former Employee, Passes Away

It is with true sorrow that we announce the passing of our dear friend Becki Hildreth on September 13, 2019.

Becki worked at True Insurance for more than 16 years -- in a variety of roles -- and she was a fantastic employee and a friend to all of her co-workers. We all loved her warmth, wit and compassion.

Before coming to True Insurance, Becki worked for other local insurance agencies, one Jamestown insurance agency and First National Bank on the Commons, but we were the lucky team that enjoyed working with her when she joined us in 2001 until her retirement in 2017.

"For those of us that had the privilege of working with Becki, this is a very sad time. She was a wonderful woman and will most certainly be missed." -- Jay True

Debra Bookhout Celebrates 15 Years with True Insurance!



The True Agency Website: You Can Do So Much Online!

- Pay your bill
- Report a claim
- Email an agent
- Get a quote
- Meet the staff
- Get a discount code for a Defensive Driving course
- Leave a review



Jay True "in jail" for charity,
circa 1986.



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



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Happy Thanksgiving
from Jay and
Sandy True
and the entire
True crew.
Enjoy your
upcoming holiday
season.



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!

Leslie Sandman	Ameila VanDeMark	Gordon Baker	Jerry Carr
Hannah Luszczyk	Jeff Clapp	Louise Hertz	Lucy Missirian
Karen Brand	William Monahan	Adrienne Cronk	Patrick Burke
Yumin Wang	Samantha Spaulding	John Russell, Jr	Kate Seaman
Ahmad Ferdows	Annette Payne	Kate Seaman	James Manheim
Adam Monzella	Trisha Wilson	Thomas Coyne	Miranda Fisher
Kayte Cicci	Chip Ray	Charyl Lawrence	Brian Nowlan
Sheila McCue	Jason Poole	Kate Conroy	Emily Doyle
Michael A. Delario Jr	Chris Kimmick	Thomas Hart	Trevor MacDonald
Linda Santos	Barbara Rainbroth	Rachael Monticello	Leslie Shaw
Changhwan Ahn	Susan Carpenter	Mary Berens	Amelia Sauter
Dale Flinn	Wayne Van	John Russell, Jr	Duane Hartman
Isabella Corina	Alex Akopdzhanoe	Miranda Fisher	

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!



If you do not want to receive future promotional mailings from us, please call us at 607-273-7511 or email us at ann@trueinsurance.com and tell us to remove your name from our mailing list.