



The QUILL

NEWSLETTER

Auto • Home • Life • Business

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Happy New Year!



It's hard to believe that it is 2015. One of my favorite movies of all time was 1985's *Back to the Future*. In the sequel that was released in 1989, Marty McFly traveled into the future of 2015 and

discovered a world of flying cars and hoverboards. Luckily for those of us in the business of insuring risk, cars still travel on the ground.

It does seem though, that in many ways the future is here. The technology we take for granted on a daily basis is far more advanced than anything that was imagined in *Back to the Future 2*. Emails have replaced handwritten notes and FaceTime has become a substitute for visiting with family. Technology, however, comes with a cost...texting and driving is 6 times more likely to cause an auto crash than driving while intoxicated*.

It may seem a little old fashioned to print and send a newsletter via "snail mail" in 2015. However, as always, the staff at Bailey Place Insurance works hard to maintain a personal relationship with all of its valued customers. We hope that you find the content in our newsletter valuable and informative. We wish you a happy and prosperous 2015!



Stephen D. Franco, CIC
President

Making Smart Savings Choices

In today's unsettled economy, many people are looking for ways to stretch their money—but sometimes this includes altering insurance coverages to dangerously low levels or eliminating coverage entirely. If you're thinking about changing your coverage to save money, consider these key issues below — and give us a call. We can help make sure you've got the right protection at a price you can afford.



- **Make sure you're getting the appropriate discounts and credits:** Most insurers offer a variety of policy credits and account discounts that can translate into significant savings — without endangering the level of protection you need for your home, autos and other valuable property. And often, if you purchase multiple policies through the same insurance company, you'll receive further discounts. People who own motorcycles or boats and who complete approved safety courses can qualify for discounts, and families with teen drivers who earn good grades in school may qualify for auto policy discounts.
- **Increase deductibles for cost savings:** Only a small percentage of homeowners have claims in any given year, so you might consider increasing your deductible.
- **Specialty lines coverage options:** Own a classic car or RV? If their use is seasonal, you can typically reduce your coverage to liability only during the off-season, then add full coverage only when you are actually using the vehicle
- **Full payment on policy:** Depending on your financial circumstances, you may be able to make lump-sum payments instead of partial premium payments, such as monthly or quarterly. Partial payments often include small transaction fees, so paying the full amount can eliminate those extra costs.

Some decisions to avoid

It is just as important to understand what not to do as you look for cost savings. Here are some scenarios you should avoid:

- It may be unwise to carry only the minimum state-required amount of uninsured/underinsured motorist coverage on auto policies, or to cancel it entirely if it is not required in your state: According to the Insurance Research Council (IRC)*, the correlation between the percentage of uninsured motorists and the unemployment rate is high — when the economy is struggling, more people go without insurance. You want to make sure you're protected in this instance.
- **Ignoring renters insurance:** This coverage is often overlooked no matter what shape the economy is in. Landlords' policies generally only cover the structure, not the individual renters' contents. Imagine having to replace furniture, clothing and other personal property out of pocket because you excluded this essential, affordable coverage and then suffered a devastating loss from a burglary or other covered event.

Saving money is important, but so is making sure that what you've got is protected. If you're looking for ways to save, or want to review your coverages, give us a call!

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*Virginia Tech Transportation Institute

Insurance Quiz

1. What kind of protection does an Umbrella Policy provide?

- a. Additional property insurance for your personal property on your homeowners.
- b. Keeps you dry during a rain storm.
- c. Additional liability insurance above your primary home, auto and recreational toy policies.

2. What is No-Fault?

- a. An auto accident that is not your fault
- b. Regardless of fault, injury is paid by your vehicle's policy. This is also known as Personal Injury Protection
- c. An auto accident that occurs in a parking lot

3. You have to live in a flood zone to purchase flood insurance.

- a. True
- b. False



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By the Numbers...

- 8 Number of Years Chill-A-Bratton has occurred in Cortland (including this years on February 28)
- 10 The number of donuts that Americans eat in a year (in billions)
- 14 The number of counties which create the Finger Lakes Region
- 22 The average speed at which rain falls
- 88 Miles per hour needed to send a DeLorean traveling through time
- 119 Number of grooves on the edge of a quarter
- 293 Ways to make change for a dollar bill
- 1460 Number of dreams the average person has a year

Opening its doors in 1930, **The Community Restaurant** is the oldest restaurant in downtown Cortland. The Community has been owned and operated by the Souzas' family for over 60 years. The current owner, Evan Souzas, took over the business in 2002 from his father and uncle and is proud to carry on his family's legacy of providing high quality food and exceptional service.

The Community has recently undergone a stunning renovation with a new upscale bar area. The interior design of the dining room captures the original ambiance of the restaurant and is enhanced by the historic photographs of the downtown Cortland area that adorn the restaurant walls.

In addition to the physical improvements that have been made to The Community, there have been menu updates as well. Several items have been added to their current menu and a separate bar and small plate menu has been introduced.



Customer Spotlight

Be sure to stop in and check out the many changes at Cortland's oldest and yet "newest" family restaurant. The Community Restaurant welcomes diners for breakfast, lunch, and dinner, seven days a week. If you need a private venue for a meeting or party, The Community hosts those as well!



Taughannock Media, LLC has owned and operated WPIE since November of 2010 when they built the studio and offices on N. Triphammer Road in Lansing. Better known as ESPN Ithaca, the radio towers for 1160AM are located in Trumansburg and the newer 107.1FM tower location is in Ithaca. They're the area's home for Mike & Mike, Yankee Baseball, Syracuse Basketball/Football, Cornell Wrestling, over 75 high school games a year.

Between The Lines featuring Menard & Silverman regularly features insightful interviews with area coaches and athletes. They also recognize Impact Players of the Game and spotlight Male & Female Athletes of the Week through their Fueling Excellence program. Additionally, their annual Night of Champions Awards Dinner recognizes nearly 60 area student athletes & coaches, where some receive scholarships.

Employee Spotlight



Amanda Bronson, of Lansing, is a Personal Account Manager in our Dryden Office. Over the past eight years working for the agency, she can say that her favorite thing about her job is the interaction with the customers day to day and the people she works with.

In addition to her work at Bailey Place, Amanda does newborn & family photography. Her favorite quote is "Life is like a camera. Focus on what's important and you'll capture it perfectly." She has been doing photography for about five years now.

In her free time, Amanda enjoys watching movies, going to the park with her 2 year old son, spending time outdoors with her family in the summertime and reading a good book, preferably anything by Harlan Coben.



A little over a year ago, **Hannah (Oltz) Botsford** came to work for the agency after receiving her Bachelor's Degree in Sociology from SUNY Cortland. Hannah is a Business Account Manager, working out of our Cortland Office.

If Hannah had the opportunity to meet anyone, she would choose her great grandparents, the Walpole's and the Casey's of Groton. She grew up hearing stories about them and has a great interest in her family history.

Hannah's favorite time of year is the beginning of spring, when the snow melts and baseball season begins. When she's not cheering on the Red Sox, you can find her out shopping or jamming out to Jason Isbell or Lucero.

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RETURN SERVICE REQUESTED

Insurance Quiz Answers: 1. C; 2. B; 3. B



Shovel snow safely this winter

Winter is here, and with it comes many traditions and activities: Holiday celebrations with loved ones in Central New York, skiing and snowboarding outings in the mountains, fireplace-lit living rooms, homemade batches of soup... and shoveling snow.

Should you live somewhere in New York State when snow storms hit and your driveway and walkways are covered with the cold white stuff, you might want to just stay inside. But if your work and personal commitments make that impossible, you'll need to first dig out the snow shovel - or make sure it's handy before the snow flies!

For many people across New York, snow shoveling will be both a reality and a necessity this winter. At Bailey Place

Insurance, we want to ensure your efforts will get you on your way while also keeping you safe, so here are some snow-shoveling tips offered by the Boston Herald.

- Warm-up! Never jump right into an activity. Start by cleaning off your car.
- Place your hands a good distance apart on the shovel - it helps with leverage.
- Never bend at your waist.
- Push the snow when you can.
- Scoop smaller loads of snow.
- Use your legs, core and arms to help scoop and throw snow.
- Always step in the direction you throw snow to avoid excessive twisting on your lower back.

If snow shoveling is on your winter task list, we at Bailey Place Insurance wish you both a clear sidewalk and a healthy body.



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