



# The QUILL

NEWSLETTER

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## Feels Like Summer



Our upstate winters certainly can be brutal but I think we all would agree that there is no place that is more beautiful in the summertime than Central New York.

Locally, we are fortunate to have great parks where families can enjoy the outdoors and have fun

together. Growing up in Cortland, my family enjoyed many summer days at Yaman and Suggestt Parks. Thanks to the recently completed million dollar renovation of the Wickwire Pool, it will continue to provide local families with a great place to cool off on hot days for many years to come. The “new” pool boasts a graded entry shallow end and water features for children as well as lap swimming for adults.

Hikers and bikers alike, head to the Jim Schug trail in Dryden. With over 4 miles of handicap accessible grass and gravel paths, this easy trail is a close and convenient way for families to enjoy and appreciate our beautiful area. Dryden is demonstrating its commitment to the health and well being of our children and the community through its revitalization of Montgomery Park. The proposed new playground at the park will fill an important need for Dryden area families.

Our region has incredible state parks as well, with many of them located in Tompkins County. As a child, one of my favorite destinations was Treman State Park where my family enjoyed hiking, swimming, and picnicking. The natural beauty of this park, as well as others such as Taughannock and Buttermilk Falls, welcomes hundreds of thousands of visitors each year.

We are so fortunate to live in an area that has so much natural beauty and so many recreational venues for local families to enjoy. As summer ends and we look ahead, these special summer days and experiences will help to sustain us as winter comes once again.



Stephen D. Franco, CIC  
President

## Motorcycle Trip Prep

### A Little Preparation Goes a Long Way Before a Motorcycle Trip

With summer in full swing, it's the perfect time to hop on the bike and take off for a few days.

The perfect time to plan that road trip, though, is not the day before you leave. Preparation will reduce your stress level, increase safety and make the entire trip more enjoyable. You'll have plenty of fun by following these tips – and if you find yourself in a sticky situation, you'll be ready.

#### Your itinerary

You don't have to know exactly where you're going, of course. Part of the fun of a road trip is the freedom to change it up. It's best to come up with a general route, however, so you can do a little research on sights and attractions you may want to hit.

And thanks to smartphones, you can book hotels as you go. Keep in mind that calling or booking online (even moments before you arrive) will often get you a better price than just walking in.

#### Your safety

As always, make sure your motorcycle is in good working condition before any trip. Regular T-CLOCS inspections will ensure that your journey doesn't get stalled on the side of the road. Check:

- Tires and wheels
- Lights and electrical
- Chassis
- Controls
- Oil and other fluids
- Stands

In addition to your regular gear, some essential safety items to pack include: A repair kit, your bike's manual, maps or a GPS device, emergency flares, a first-aid kit and a list of emergency phone numbers (family members, insurance company, roadside assistance, etc.). Carry a spare key as well, or trade one with a traveling companion. You probably won't need it, but if you do, you'll really need it.

Road trips aren't races – they're meant to be relaxing. So try not to overdo it. Have realistic expectations for the number of miles you can do each day.



Locally owned and operated Grumman Boats in Marathon doesn't just make the finest canoes in the world, they also make beautiful pontoons! Check them out at [marathonboat.com](http://marathonboat.com).

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# Preserving Your Car's Value

## Clean Your Way to a Longer-Lasting Car

Motor vehicle corrosion is a billion-dollar problem in the United States, according to the Federal Highway Administration. And, no wonder. Road salt, tree sap, mud, pollution and even dead bugs all contribute to a year-round assault on your vehicle here in Central New York, potentially leading to serious damage and pre-mature aging.

Safety is also an issue. Grime across your windshield and windows restricts visibility in all directions, and even a light coating of dust or pollen can impair your vision, especially at night or when driving into the sun's glare.

That's why we encourage you to visit your local car wash regularly. Washing your car removes dirt, residues and pollutants that degrade your paint finish and corrode the underlying metal. It's like anti-aging cosmetics for your automobile!

But, is hand washing at home or visiting a commercial car wash your best bet? While both lead to a clean vehicle, you'll cut your water usage in half by going to a commercial facility and help keep toxins and soap away from street drains, which can lead to local waterways. As a bonus, some commercial facilities recycle their water.



No matter which method you choose, these five tips will help you get the most out of your car-cleaning routine:

- **Wash often. The longer tree sap, dead bugs and other gunk sit atop your paint, the more damage they can cause.**
- **Avoid abrasive soaps, cloths and sponges that can grind dirt deeper into your paint finish.**
- **Wash the undercarriage thoroughly to help prevent rust, especially after driving on road salt in the winter.**
- **Don't forget the headlights. When you're driving at night, in the rain or through an unfamiliar neighborhood, you want every lumen of illumination you can muster.**
- **Consider eco-friendly car soaps, such as biodegradable or waterless products, to help lighten the environmental impact of washing your car more often.**

And, when you're all done? Finish up with a good waxing to give your car extra protection and shine.

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## X101 Always Classic - Celebrating 25 Years On The Air

When John Eves was a kid he had a radio kit that could broadcast to the neighbors around his house. He would entertain them for hours on end with music and neighborhood updates. John has turned that passion into an integral part of the Central New York community with WXHC.

This year the family is celebrating 25 years of radio excellence. It was 1991 when John and his wife Patty and brother Bruce signed the FM radio station on the air. A lot has changed since then: Going from "Hometown Radio"



**Brad Smith, John Eves, Bruce Eves, Mike Eves and Joel Brown are shown in one of the studios at X101 on Main Street in Homer, NY.**

## Customer Spotlight

to "Mix 101.5" to "Oldies 101.5" and now, as "X101 Always Classic." The newly branded station can still be heard at 101.5 in Cortland County, and at now 101.1 in the Ithaca area.

"We know there are many folks in the Ithaca area who want to hear classic hits," said John Eves. "The new signal at 101.1 in Ithaca will be a good listening option for those people and also let WXHC grow in the Ithaca Market."

Eves said over the years the "Oldies" format had developed a stigma for only playing songs from the 60s and 70s. But X101 will play classic hits from the 80s and 90s as well, along with its daily news program keeping people up to date on local news. Specialty shows like Breakfast With the Beatles and Friday Night Rock and Roll will continue to entertain listeners as they have for years.

While the music has changed over the years, the family's commitment to the business and the community has not. "I love being part of the community and having a family run business," John says. "Our listeners can turn to us for important local news coverage of fires, election results or upcoming events. Every day is something new."

The airwaves aren't the only way to catch an earful. The X101 website provides daily updates and allows listeners to stream live broadcasts anywhere in the world. "Radio is the oldest electronic mass media," Eves says, "But we've found a way to keep it relevant, entertaining and informative."

## B&W Supply - Forty Years of Kitchen Experience

More than 40 years ago Hoyt Benjamin struggled to find local, cost effective suppliers for his bar and restaurant equipment. As owner of the Salty Dog he needed quality products and timely service. While he is no longer a bar owner, thanks to Hoyt's vision restauranteurs no longer face this struggle, as B&W Supply can meet their needs.

Started in 1976, B&W is celebrating 40 years in business this year. Whether it's a new commercial freezer or oven, or a complete renovation, B&W Supply offers full service commercial kitchen sales and installation. Their list of customers include colleges, public schools, restaurants, hotels, churches, hospitals, fraternity and sorority houses, nursing homes, and prisons. Project managers and installers have years of industry experience and can provide any assistance necessary.

Hoyt retired in 2010, and has passed his expertise and business along to his family - something they are all very proud of. "We have a lot invested in this business," said Hoyt's son Chase. "I'm very proud that this is a family-run business that my father started so long ago and it continues to thrive today." Chase enjoys the concept of creating a commercial kitchen and working to complete the project from start to finish.

B&W works primarily in Tompkins and surrounding counties. Recent projects in the Ithaca Community include Coltivare on Cayuga Street and Klarman Hall at Cornell University. While you will see B&W working around town, you will also see their names on Little League jerseys and at community events.

"We're here to help people," Becky, Hoyt's wife said. "Whether it's with providing retail gifts in our store, or our commercial expertise, we strive to provide outstanding customer service to our friends and neighbors." Becky has been with the business since the very beginning. "We've put our hearts and souls into this business, and we've been able to pass that along to our kids and the next generation of our family," Becky said.

B & W Supply is located on the corner of Third Street and Route 13 in Ithaca, where their showroom features both commercial equipment and small wares for kitchen/cooking residential use. They also offer janitorial supplies and a variety of used kitchen equipment. If your kitchen needs it, B&W can help.

## Customer Spotlight



The Benjamins: Chase, Becky, and Hoyt Jr. are seen here outside B&W Supply at 510 Third Street in Ithaca.

## Employee Spotlight



**Ashley Vogt** has been a Personal Account Manager in our Cortland office for the past four years. She came to the agency after graduating from SUNY Cortland with a Bachelor's Degree in Business Economics and Mathematics.

In addition to servicing her clients, Ashley manages our Facebook page and assists with the newsletter. Ashley finds educating her clients on the importance of insurance coverage to be the most satisfying and rewarding part of her job.

Ashley is originally from Orange County, NY. She is recently engaged to Cortland County local, Jake Stone. In her spare time, she enjoys taking her puppy for walks, crafting, and country concerts.



**Susie Dunn** is a Personal Account Manager in our Cortland office. Eighteen years ago, Susie accepted a position in the agency after completing an internship here. Susie's favorite part of her job is the daily interaction with the staff and customers.

In her spare time, Susie enjoys walking, knitting and crocheting. Her favorite place to visit is Buttermilk Falls, walking the trails next to the waterfalls, and taking pictures. Susie's favorite food is macaroni and cheese and her favorite time of year is Christmas.

Susie's favorite quote is "Be thankful for what you have; you will end up having more. If you concentrate on what you don't have, you will never ever have enough."



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## Campsite security

### Going Camping? Keep Your High-Tech Gear Safe With These Tips

First things first: Do you really need to bring your tablet or laptop on your camping trip in Central New York? Are you really going to watch a movie instead of looking at the stars? Check your email instead of roasting marshmallows? Work instead of play?

Well, OK. We can't stop you, but we can help you keep your devices safe at the campground. If you ever tear yourself away from them long enough to take a hike, that is.

Here are five preventive measures you can take to help protect your stuff from theft or damage:

- **Make a list, and check it.** "Pack it in, pack it out" usually refers to garbage, not electronics, but keeping an inventory of everything you brought will help ensure everything also makes it back home.
- **If you're going out, lock up your stuff.** The best place to put things is in your car if it's nearby – it's a lot more secure than your tent. Keep valuable items out of plain view, wherever they are.
- **Create a 'neighborhood watch.'** Getting to know the people at nearby campsites can build more than friendships – it also can increase safety. Offer to watch their site while they take off for a while, and have them do the same for you.



• **Don't forget the animals.** No, they aren't after your iPad. But, a bear rummaging for food isn't exactly going to tiptoe around just to spare your expensive devices. Don't attract critters by cleaning up your site regularly, and never leave out food or garbage.

• **Ask around about security.** If there's campground staff around, or campers who have been on site for longer than you, ask them how secure things are. Have there been any thefts? Are unfamiliar people wandering around? You'll want to secure your items no matter what, but it's always good to know if there are specific safety threats.

Of course, certain electronics, such as GPS devices and phones, can provide important safety functions for campers. And, we know not everyone wants to completely disconnect.

So, whatever your stance on bringing technology to the great outdoors, we here at Bailey Place Insurance encourage you to keep your campsite safe to make everyone's stay more enjoyable.