



The QUILL NEWSLETTER

Auto • Home • Life • Business

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Prepare This Spring For Summer Fun



Our long Central New York Winter has finally come to an end and ushered in the Spring that we have all been waiting for. Along with the warming temperatures and the budding trees, Spring brings with it all of the outdoor activities we've missed over the past several

months. The gorge trails in Ithaca's many parks will be open soon, fishing season has opened in our plentiful streams and children can be seen dusting off baseball gloves and bicycles. It's an exciting time of year.

But before you fire up your gas grill for the season, be sure take the proper safety precautions that will keep you and your family safe and prepared to enjoy all this season has to offer.

Spring is a great time to inspect your property after a long winter.

- Check your roof for any damage ice and snow may have caused.
- Clean your gutters of leaves and other debris to keep rain water moving.
- Make sure your lawnmower, tractors and other equipment are tuned up before using them. All oil and gas for your tools should be stored in a vented, locked area.
- Inspect your sidewalks and driveways. Ice may have caused some damage that should be repaired to avoid uneven walking surfaces.

Spring also brings with it the return of our cycling friends - both bicycles and motorcycles. With the warmer temperatures motorcyclists and bicyclists will be on the road again.

All drivers should use caution and be aware of your surroundings. A second look could save a life.



Stephen D. Franco, CIC
President

It's Boating Season

Every summer, our team gets calls from customers after a fun weekend on the water takes a turn for the worse. Often, these accidents could have been prevented with just a few simple precautions. Here are a few tips we like - courtesy of our partners at Safeco.

Don't let an accident wreck your fun!

Life Preservers Aren't Just for Kids. It's not enough to just have life jackets on board - wear them! In an accident, people rarely have time to reach for a life jacket. This rule applies to adults, not just children. Life vests have come a long way in style. Today, you can even get vests for your water-loving dog!

Watch the Back of the Boat. Carbon monoxide kills in minutes. So tell your passengers where your exhaust pipes are located and turn off your engine when people are in the water, and don't let passengers "ski" or "teak-surf" by holding on to the back of the boat. Both Washington and Oregon made teak-surfing illegal in the last few years, after several tragic deaths. Carbon monoxide detectors are standard on most new boats; older boats install devices for less than \$100.

Alcohol and Boating Don't Mix. More than 50 percent of drowning's result from boating incidents involving alcohol. You don't drink and drive, so don't boat and drive.

Watercraft Insurance

Most home insurance policies have limited coverage for boats.

If you own a boat, watercraft insurance is your best bet: It covers theft, damage, and injuries or accidents while you're on the water, as well as some of your expensive watersports gear.

Boats Need TLC Too. When you're out on the water, make sure your gas tanks are vented and bilges are free of vapors, oil, waste and grease. Carry a charged fire extinguisher. Have your boat's operating systems checked yearly by a certified marine technician. The Coast Guard Auxiliary and United States Power Squadrons also offer free vessel safety checks.

Experience Counts! The U.S. Coast Guard says that operator errors account for 70 percent of all boating accidents. Make sure anyone who drives your boat is properly trained. You can also earn boat insurance discounts from Safeco and other insurers if you complete a safety course with the Coast Guard Auxiliary or U.S. Power Squadrons.

Sites for Information:

Coast Guard: www.uscgboating.org
Coast Guard Auxiliary: nws.cgaux.org/
Safeco tips: www.safeco.com/insurance-101/consumer-tips/your-boat



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Home Inventory

Why a Home Inventory Is Important

Let's try a little exercise: Can you list everything you own from memory? **Probably not.**

The fact is most people own more things than they realize. It's easy to remember the cars, the computer, and the TV. But what about that holiday china in the garage? Or every pair of shoes?

All of it is regarded as personal property for insurance purposes. And if your home is destroyed by fire or some other disaster, having a list of your possessions makes filing a claim easier – and helps you put your life back together.

**Why should I complete a home inventory?
What's the best way?**

Comparing the value of your belongings to the "contents" limit listed in your policy helps you make sure you have enough insurance to replace them if they are lost, stolen or destroyed as a result of a covered loss. The easiest way to take an inventory is to use a video camera, recording and describing items as you walk through your house. Or, you can use a regular camera and create a home inventory checklist.



Here are a few tips for completing and storing your inventory:

- Add brand names and descriptions where you can, especially on large-ticket items. Serial numbers are helpful to note.
- Keep any receipts you have with the list to make the claims process easier.
- Store your video or photo inventory offsite so you won't lose it if your house is damaged.
- Update your personal property records when you purchase new furnishings and valuables.

Though the task may seem daunting, it's important to try. An incomplete inventory is better than nothing at all.

How much insurance do I need?

We can assist you in analyzing your insurance needs and help you decide how to most effectively protect your personal property. You should consider full-value coverage, which will pay for the replacement value of your personal belongings. A standard policy typically covers personal property only up to its actual cash value, determined by taking the replacement cost and deducting depreciation, which can be substantial. (For example, a 5-year-old TV is usually worth much less than what it would cost to purchase a new one.)

Finally, remember your homeowners policy covers valuable **items such as jewelry, furs, art and antiques**, only up to set dollar amounts. If the cost of replacing them exceeds these limits, you may want to purchase scheduled personal property coverage.

The Insurance Information Institute has a **FREE** online tool that can help you create your inventory.

Just visit www.knowyourstuff.org for more details.

We hope you'll never need the home inventory, but preparing for the worst can prevent a lot of hassle later!

First National Bank of Dryden - Your Local Bank For More Than a Century

The First National Bank of Dryden was founded in 1902 by a group of businessmen and farmers who wanted banking to be more accessible. They didn't want to have to travel to the next town to manage their finances. Ronald Denniston began working at the bank in 1963 and has led the growth of the organization for over 50 years. When Ron became President in 1986, there was just one office in Dryden and approximately 25 employees. Today, the bank has grown to 35 employees with four offices in Dryden, Cortland and Homer.



Stop in and see the friendly staff at First National Bank of Dryden.

Customer Spotlight

"When we heard from customers that they would like to be able to bank with us in Cortland, we decided to build that office on Route 13," Ron mentioned as he shared the history of the office expansions. "The same was true for the new Homer office. Residents expressed a sincere interest in having us in Homer and we realized it was important to them to bring local banking back to Main Street."

The First National Bank of Dryden just celebrated their grand opening of the Homer office in the Union Building at 12 South Main Street. Opening the new office brings a bit of history back to present day Homer. Because the bank is locally owned, it carries with it a sense of familiarity for many residents who might have remembered the days when another locally owned bank - the Cortland Savings Bank - was in that same location.

Clinton Brooks is a new Vice President with the bank, recently hired to manage the Homer office. Luba Kostiv is Assistant manager and Laurie Comfort has recently joined the team as Customer Service Representative. Laurie will be a familiar face to Homer residents as she formerly worked for First Niagara in the same office location.

The Homer office team has enjoyed welcoming new and existing customers through the doors on Main Street. "We are excited to be in Homer and enjoy providing banking services as a member of the local community," shared Brooks, "It's a tradition of excellence The First National Bank of Dryden has been committed to for over 100 years".

Cortland Repertory Theatre – A Cultural Success Story

On July 5, 1972, Cortland Repertory Theatre raised the curtain on their first production in the beautiful, turn-of-the-century Pavilion on Little York Lake in Preble, an “act” that has been applauded ever since. The venture was a vision of Dr. James Palmer, associate director of theatre at SUNY Cortland, and David Yaman, a local real estate developer, who both recognized the need for a quality summer theatre experience for residents and visitors of Central New York. Thanks to the generosity of 23 charter members, CRT was born.

Now, 46 years later, that vision has grown to become one of the finest theatre experiences in the region. Still on stage at the national historic Pavilion, CRT boasts six full scale professional productions and one children’s show each summer season. Thanks to local and state-wide support, a second venue - “CRT Downtown” - opened on Port Watson Street in 2015. The result of a \$2.25M capital campaign, this new venue provides shows, concerts, stand-up comedy and special events during the winter months. The CRT Youth Program also operates year round, teaching local children not just about performing, but also creative problem solving, self awareness, and acceptance of others.

From a beginning annual budget of \$35,000 in 1972, CRT has grown to a budget of \$967,000. The yearly economic impact of CRT is estimated to be well over \$3M, as restaurants, hotels and other businesses benefit from their association with the theatre. With only 3 full-time and 3 part-time employees, CRT thrives with the steady support of the 21 member Board of Directors, and the CRT Guild, comprised of over 100 members. CRT employs dozens of professional actors, technicians, directors, designers and musicians from around the country, many of whom go on to appear on Broadway, national tours and television. Even as production quality grows, CRT continues to be the most affordable of area theatres and welcomes audience members from around the state.

This summer’s performances include the award-winning musicals “La Cage aux Folles” and “Footloose” along other CRT musicals, comedies and mysteries. CRT Downtown offers ongoing events and performances for all tastes in the spring and fall. Both venues offer rental space for private, corporate or community events. To learn more about CRT, to purchase tickets or to volunteer visit www.cortlandrep.org.

Customer Spotlight



More than 600 people came to Cortland for three days of auditions for CRT’s summer season.

Insurance Quiz

1. Usually your homeowner’s policy is written on a replacement cost basis. What is replacement cost?

- a. The estimated cost to rebuild your home for like-kind-and-quality.
- b. It is the same as the market value of your home.
- c. A stated value that you wish to insure your home for.

2. It is always cheaper to buy directly from a company than thru an agent.

- a. True
- b. False

3. If ice falls off a building and hits your vehicle, the building owner is liable for the damage to your vehicle.

- a. True
- b. False

Answers on page 4

Did you know?

- 1. Automobile cases account for more than 50% of the time spent in the U.S. courtrooms.
- 2. Barbara Millicent Roberts is Barbie’s (the doll) full name.
- 3. You can often save money on your auto policy by paying your premium in full.

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Top 5 Reasons to Choose Our Course:

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5. We Promise You’ll Pass or Your Money Back

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Insurance Quiz Answers: 1. A, 2. B, 3. B

Cyber Attacks Are on the Rise. Is Your Business Protected? By Jeremy Boylan

Two years ago, I received a call from my credit card company verifying purchases I had made at Toys R Us and several other locations in England earlier that day. As much as I would love to visit someday, I have never set foot in England. My credit card information had been stolen. Luckily, we were able to catch this early and no damage was done. Millions of others are not so lucky.

As we become a more digital society it's more important than ever that your business protects private information. Just one stolen laptop, one innovative hacker or one nasty computer virus could lead to devastating consequences to your business and the loss of trust from your customers that you've worked so hard to establish.

According to industry statistics cyber attacks such as these have increased more than 60% in the last year alone. While you often hear about data breach incidents at large, international companies, only 41% of these attacks target large businesses. The other 59% of cyber attacks are aimed at small to medium sizes businesses, which don't always have access to state of the art IT protection. Is your business protected against such an attack? It's not a question of IF it will happen, it's a question of WHEN it will happen.

A cyber attack could focus on trade secrets of your business, or can infiltrate your IT firewalls to gather personal data about your customers and employees. This can lead to stolen credit card information or even identity theft that can damage your customer's or employee's credit. Cyber Insurance helps you when this occurs by covering the costs of extensive legal fees associated. with defending your company, notifying your customers and employees of the data



breach, and can even assist in public relations after the event has taken its toll on your company's reputation.

As Cortland County's leading independent insurance agency, Bailey Place Insurance works with the best insurance companies to provide protection against these types of cyber attacks. With other agencies, you may get one company that sells one brand of insurance. With an independent agency like Bailey Place Insurance you get choices. To learn more about Cyber Insurance, or for a home, auto or business insurance quote call one of our three offices in Cortland, Dryden or Ithaca. You can also find more information at www.baileyplace.com.