

IN OUR 85th YEAR - DEC 2007

### 85 YEARS & STILL ON A FIRST NAME BASIS

#### Happy Holidays!

The holidays are a very personal time of year when hearts turn to home and family. Here at AMERICAN INSURANCE we finished our 85<sup>th</sup> year with the goal of keeping your insurance with us personal – because it is! *What could be more personal than protecting all the things you love and value?* What could be more personal than the peace of mind of knowing that after an accident or lawsuit your income and assets, everything you have worked for, will be protected and preserved? That’s why your insurance protection is personal to you and personal to us. And, that’s why we always want to be on a first name basis with you.

In contrast, next year over one billion dollars (\$1,000,000,000) will be spent on advertising by insurance “direct” companies to try and convince people that insurance is NOT personal. They will spend more money on advertising than it would take to provide local professional agents to give personalized advice and service. The truth is, fifteen minutes on-line or on the phone is just enough time to buy the wrong insurance coverage from people who don’t know your name or your needs and never will.

At AMERICAN INSURANCE we quote and compare prices from dozens of top insurance companies to guarantee you the

best policies at the best prices available. We take your insurance seriously and make sure your coverage is personal to you. As always, thank you for your continued confidence in us and we look forward to talking with you about any insurance need in the year to come.

#### Season’s Greetings!

John Sullivan & Staff  
AMERICAN INSURANCE

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### JACQUELINE PETERSON - Looking Back



#### ~Retiring After 44 Years of Service~

A lot has changed since 1963 when Jackie Peterson started her insurance career at AMERICAN INSURANCE. But what has never changed is her dedication to her job and her customers. Over the years Jackie became a highly skilled Commercial Lines Customer Service Representative handling the renewal policies and service requests on a large book of business insurance policies. She has witnessed more than half of the 85 year history of our Agency. On the eve of her retirement, we asked her to reflect on 10 questions about her years at AMERICAN INSURANCE that we hope you will find interesting. (Cont page 2)



## ~ HOLIDAY OPEN HOUSE & RECEPTION ~

**Thursday, December 6<sup>th</sup>** - Please join us on Thursday afternoon, December 6<sup>th</sup> anytime from 1pm to 5pm for a retirement reception for Jackie Peterson at our Lewiston office, 55 Southway Ave.

See our holiday decorations and enjoy cake, punch, hot apple cider, or coffee and visit with Jackie and the staff. Pick up an extra 2008 calendar and other gifts when you visit.

We appreciate your business and would enjoy seeing you this holiday season!

## Jackie Peterson - cont

### Q1. What date did you start your insurance career at American Insurance?

I had just moved back to the valley from Montana and had gotten married on July 8, 1963. It was just two days later on July 10<sup>th</sup> that I started work at American Insurance.

**Q2. What were your first job duties at the Agency?** I was hired for strictly clerical work - transcribing letters from the Dictaphone, doing filing and the mail. My starting salary was just \$200 per month but after two days I got a \$50 per month raise! I guess they liked my work so I stayed and made a career of insurance.

**Q3. How many employees were at the Agency in 1963?** There were five office staff plus Mr. Harry Christy, the founder, and agents Frank "Sully" Sullivan and Von Prideaux for a total of 8 employees. Now we have 17 employees in 2 offices.

**Q4. What kind of office machines did you use then and how did they help you do your job?** I used a manual typewriter and transcribed letters recorded on a Dictaphone, (*a recording device that used a Dictabelt, a form of recording medium introduced by the American Dictaphone company in 1947. It used a stylus to record sounds by pressing a groove into a wide circular plastic belt.*) I also used an early form of photocopier system that to get your copy you pulled a sheet out the middle, dipped it in a solution and then separated them for your copy.

**Q5. What jobs were tedious then and can be done much faster or easier now?** --all of the above and needless to say the computer and internet changed everything.

**Q6. Overall, what part of your job do you like best?** Of course, getting to know and work with our customers. The job is never without something to do. It seems there were daily changes with the way the

various insurance companies do business and the changes in the insurance industry in general. There is never a dull moment. Another highlight was working long enough to see this wonderful new Lewiston office building where I have been able to enjoy work the past 3-1/2 yrs. (Cont Pg. 3)



Open Enrollment

Nov. 15 to Dec. 31

~ **MEDICARE PART D** ~

*Which plan is best for you?*

Take a fresh look! Get independent information about Medicare Part D including choices of plans from several different leading insurance companies.

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**INSURANCE**  
LEWISTON ▲ MOSCOW

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**1-800-735-6355**

## INSURING THE UNUSUAL



Here at AMERICAN INSURANCE we insure just about anything and everything. So, what unusual item were we asked to insure in 2007?

***How about a \$60,000 bronze monument on wheels!***

We were proud to be asked by the Veterans of Foreign Wars, Post 10043 of Lewiston to insure the "I Am An American" bronze monument while it was trans-

ported to various locations for public display. The monument is now placed permanently as a memorial at the Veterans Home in Lewiston. You can still purchase personalized bricks for the memorial. For more information visit the website <http://www.veteransareheroes.com/>.

## **Wife Stealing - Insurable?**

In case you had any doubt about it, legal defense costs for wife stealing is not insured under your homeowner's personal liability - at least not in South Dakota. Public policy prevents insurance from covering damages in lawsuits against those accused of stealing another's spouse, the South Dakota Supreme Court ruled Thursday, October 29, 2007. The high court's unanimous decision said an Aberdeen doctor cannot make an insurance company protect him against a lawsuit that alleges he stole another man's wife.

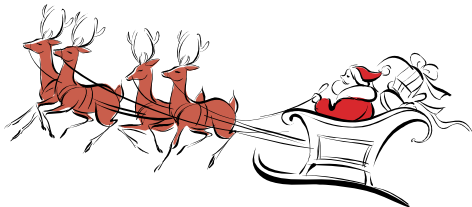
Harbert vs State Farm Fire & Casualty Co. <http://www.sdjudicial.com/>

## Welcome Levi Sullivan

Levi Sullivan will join AMERICAN INSURANCE on January 1, 2008 as the newest member of the Agency team. He is a fully licensed property-casualty agent and will specialize in personal lines sales— auto, home and related personal policies.

*“In food services management I really enjoyed providing extra service for my customers. I will work hard for my insurance customers to find them the coverage they need at the very best price available.”*

Levi was born and raised in Lewiston. He most recently was manager of the Pizza Hut restaurants in Moscow and then Lewiston. He is the son of Agency owner John Sullivan and joins his brothers Shawn & Philip Sullivan as part of the 4<sup>th</sup> generation to work in the family insurance business. With the addition of Levi there are now a total of 17 employees at the two offices in Lewiston and Moscow.



**CALENDAR LIST** (Address Corrections or to be removed from the list) please email Carmen at [CarmenJ@AmericanInsuranceID.com](mailto:CarmenJ@AmericanInsuranceID.com) or call her at 208-746-9646.

## ~Looking Back~

**Q7. Do you have any specific retirement plans you can share?** Most of all it will be nice not to have to be at work every morning and to be able to plan your day to do things you had to squeeze in on coffee breaks, lunch hours and after work. I plan to spend more time in the summer with the Smith family at Three Rivers Resort. My husband Pete and I started spending the better part of the summer there since 1986 after he retired. Since he has passed away, I have continued to go to Three Rivers. Also, I will do some traveling and hopefully go on a trip to Alaska in the next year. I still enjoy bowling and I am thinking I might like to try golfing. I hope to use some of this extra time by doing more yard work and taking my dog "BoBo" walking on the dike on a regular basis so both of us will be getting some good exercise!

**Q8. What will you miss most about doing your job?** After coming to the same job for 44 years, it will take some adjusting to realize your days will no longer revolve around your work schedule. I will miss the customers I have come to know. Over the years I have become well acquainted with my co-workers as most of them have been at American Insurance a considerable length of time. It will be leaving friends you see on a day

to day basis and miss having them a part of your daily life.

**Q9. Any stories you want to tell about work?**

*Harry Christy*, the founder, was only working a few hours a day when I started and I didn't know his wife Blanche that well. But, we could always tell when Mr. Christy was there and trying to hear what was going on in the office, as his hearing aid would start to squeal.

*Frank Sullivan*, "Sully" was a good and considerate boss, who always had good stories to tell and on occasion would play the spoons or the jaw harp to entertain us. Never a dull moment in the office with Sully around.

*Arlene (LeFebre) Ambach, Betty (Stoddard) Gillespie & Pat Johnson* were working at the office when I started and we worked together for a number of years. I learned everything about what I do from them and we have all remained good friends over the years.

**Q10. Anything else that comes to mind....** I want to say thanks to American Insurance and the Sullivans. They have provided me with a wonderful job all of these years. Not everyone is lucky enough to work where the management and your co-workers are such great people. THANK YOU ALL !



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# When Insurance Companies Compete YOU WIN!

*"We shop the insurance marketplace to find you the very best insurance coverage at the lowest available price."*

**Auto ~ Home ~ Business ~ Farm ~ Medical ~ Life**

The Sullivans & Staff -  
18 dedicated agents and  
experienced support  
staff to help you with  
any insurance need!



**AMERICAN  
INSURANCE**  
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insurance companies  
with access to  
literally hundreds more!  
**Yes - we insure that!**  
**ALL INSURANCE LINES**

**We Invite Your Calls!**



**John B. Sullivan, CIC**  
President & Agent, 30 yrs



**Shawn D. Sullivan, CIC**  
VP & Agent, 13 yrs



**Philip Sullivan**  
Agent - All Lines, 3 yrs

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## OUR MISSION:

*AMERICAN INSURANCE is Independent and strives to be the quad-cities leading insurance agency for all personal, business, farm and benefit insurance protection. Our licensed and experienced agents endeavor to know you and discover your unique risk needs; to provide competitive quotations, and creative choices using the best policies at the lowest prices; and to enhance our relationship with personal service that is prompt, accurate and caring.*



**Mike Everett**  
Agent - All Lines, 40 yrs



**David E. Root, CIC**  
Agent - All Lines, 26 yrs



**Tim Gleason, Agent**  
Medical/Life -18 yrs

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