

Celebration 2022

Special Issue #4



AMERICAN INSURANCE

Lewiston ▲ Moscow

100 YEARS

1922-2022



1997 CROWD AT THE 75TH ANNIVERSARY BBQ

We Protect Your American Dream!



THE AMERICAN DREAM Yours and Ours!

For our 100th Anniversary, American Insurance launched the new slogan, ***“We Protect Your American Dream”***.

Our slogan says “your” because every American Dream is as special, personal, and individualized as you are. For most of us, our dream is the freedom, independence and security that comes from owning our own automobile, home, farm, or business.

LIVING “OUR” AMERICAN DREAM – During our 100-year history and four Sullivan generations, we’ve been living our own American Dream. The fact is, while we have been protecting “your” American Dream we have been living “ours”! American Insurance is a local business, owned and actively managed by the Sullivan family that is now being passed on to a fourth Sullivan generation.

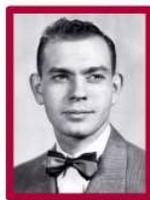
4TH GENERATION – Pictured above are Shawn (right) and Philip (left), who represent the fourth Sullivan generation at American Insurance. After 45 years, John Sullivan (center) is stepping back from leadership and customer work.

John said, *“We have completed a transition plan that began in 2019 when Shawn was named as president and Philip as vice president of the agency. I have full confidence in my sons and their abilities to adapt and grow American Insurance in the future. Both Shawn and Philip are experienced agents with unique and complementary talents that, as a team, will allow the company to grow and thrive.”*

THE GROWERS – Learn more about Shawn and Philip and their contributions to the growth and success of American Insurance. We have featured Shawn and his 28 years of experience on page 2 and Philip with his 18 years on page 3 in this special issue.



1ST GEN - PIONEERS
Harry & Blanche (Sullivan)
Christy 1928 (pics) to 1960



2ND GEN - PLANTER
Frank W Sullivan
1946 (pic) to 1990



3RD GEN - BUILDERS
Harry C. Sullivan & John B Sullivan
1972 (pic) to 1996 / 1977 (pic) to 2022



4TH GEN - GROWERS
Shawn D Sullivan & Philip J Sullivan
1994 (pic) 2004 (pic)

4 GENERATIONS - 1 MISSION. Since our founding in 1922 everything has changed: the people, the buildings, the equipment, the insurance industry; but, one thing has remained constant.... ***We Protect YOUR American Dream!***

YOU ARE INVITED – Join us for a 100th Anniversary “American BBQ & Open House” on Friday, Aug. 19 at our Lewiston Office or on Thursday, Aug. 25 at our Moscow Office. For all the details, see page 4.

We appreciate you!

The Sullivans – John, Shawn, Philip and Staff

THE GROWERS: Shawn D. Sullivan



Shawn Sullivan joined his father, John, and uncle, Harry, at American Insurance in 1994 following his graduation from the University of Idaho.

Shawn had just finished his final exams for his degree in microbiology when his dad, in passing, said he needed another agent at the agency and asked if Shawn would be interested. Shawn had applied for graduate schools and was working in a University of Idaho laboratory, but he said, *"I'll give it a try."*

Shawn did give it a try and did what he needed to do to be good at it. *"I will say that the first couple of years were very difficult,"* Shawn said. *"Part of the job when I started was to call people from 6 to 8 o'clock at night and ask if I could quote their auto and home insurance. If that doesn't toughen you up, nothing will."*

John said, *"Shawn turned out to be a natural. He is highly organized, very skilled at insurance products, works hard to solve any insurance problems with the best coverage and lowest cost solution, and really connects personally with his customers. He quickly grew a large clientele."*



April 15, 2005 - Purchased Remington Ins in Moscow

MOSCOW BRANCH OPENS – Shawn's skill development, which included his 2002 Certified Insurance Counselor Designation, created momentum for growth and acquisitions for American Insurance. In 2005 Remington Insurance in Moscow was purchased and this became the first branch office for the agency with Shawn as branch manager.

Soon American Insurance was able to acquire other insurance agency policyholders from Magnuson Insurance in 2008, Bashore Insurance in 2014 and Clear Advantage Insurance in 2019.

With 28 years in the business, Shawn is experienced in every type of personal and business insurance – auto, property, liability, crime, inland marine, bonds, and workers

compensation. Shawn specializes in insurance for non-profit organizations, public and government entities, manufacturing, assisted living homes, contractors, and bonding.

4th GENERATION TRANSITION – Corporate transition began in 2019 when Shawn became president of American Insurance. That transition will be complete at the end of 2022 when John officially retires from management and client work and takes on the role of chairman.



Nov 1, 2019 - Purchased Clear Advantage Ins/Duane Bogar



2019 Shawn awarded President's gavel

"The last three years we have seen some unique challenges with the pandemic and inflation," Shawn said about with the transition. *"These show me that nothing can be taken for granted. I am grateful that we still have the opportunity to help others with their insurance needs."*

"I look forward to continuing and expanding the American Insurance Dream started by my father, grandfather, and great-great uncle providing quality insurance products and customer service to our clients," Shawn concluded.

Find more historic and updated documents, photos and stories online at www.Am-Ins.com/100years



In appreciation of Vandal support

THE GROWERS: Philip J. Sullivan

Like any family business, Philip Sullivan actually did little jobs for American Insurance at an early age. *"I remember starting about age 10, stuffing newsletters and calendars into the mailing envelopes during Thanksgiving breaks for years,"* Philip said.

His first regular part-time work at the agency was when he was in high school at LHS. From age 15 to 18, he worked after school and on weekends doing insurance property inspections.

"I would drive my classic '65 Ford Mustang Fastback, which I still own, to area homes and buildings that we insured to take exterior pictures and note any underwriting issues," Philip said. *"Insurance companies wanted to see what they were insuring. So, I would take Polaroid and 35mm pictures and note things like the condition of the roof, pride of ownership, type of electrical condition, and if there was a swimming pool, trampoline, or dogs. This was in the mid 1990's so it was pre-Internet and pre-MapQuest, so, I had paper maps and got to know the LC Valley like the back of my hand (and I still do)."*



2004

INSURANCE CAREER BEGINS – Philip's insurance career became full-time in 2004 when he joined his father, John, and brother, Shawn, at the agency after his graduation from the University of Idaho.

As a licensed insurance agent, Philip focused on sales of auto and home insurance and related Personal Lines policies. Philip added new customers and grew his insurance knowledge to earn his Certified Insurance Counselor (CIC) designation.

Keeping current isn't easy as American Insurance represents many different insurance companies. Each carrier has their own unique coverage and pricing niche and they are constantly making changes. Philip said, *"It is a lot to learn and keep up with, but once you learn it, you are able to help customers find the best coverage and lowest price to meet their specific insurance needs."*

COMMUNITY SERVICE – As a civic volunteer he served on the local Boys & Girls Club's Scholarship Committee for 9 years as President and Chair of the Christmas Tree Pickup and Keep the Ball Rolling fundraising events. He continues to volunteer as a coach for various youth sports programs where his sons, Maxim (10) and Dashiell (6), participate cheered on by his wife, LeeAnne.



Boys & Girls Club
Scholarship Committee

In 2013, Philip was promoted to manager of the Personal Lines Department that includes about 10,000 policyholders. He supervises four Customer Service Agents and is responsible for setting department service policies and procedures, provide on-going training, and maintain relationships with our many carrier partners like Safeco, Progressive, Travelers and Grange Insurance Association.

MULTI-COMPANY RATING – *"Our auto and home policy rating system allows us to input information once and quote policies in up to 7 different insurance companies instantly",* Philip said. *"Things are changing so quickly that this allows us to easily find the best rates and coverage fit for new customers and current customers when we're asked to quote them."*

In 2019, Philip became vice president of American Insurance. This added the corporate duties of facilities, operations and systems management. Philip notes one recent project was to upgrade our VoIP phone communications to the cloud to allow more function and flexibility to better serve and hear our customers.



2018 - Philip honored with
Safeco Outstanding Agent
Award

"So many hardworking people came before me to help shape us into who we are today. I'm proud to be a part of the family legacy and a contributor to our success," he said. With 18 years of experience, Philip sees his role as a steward to help Shawn guide the agency into the next 100 years.

"It's an honor to protect the American Dream of many of the wonderful people in our fine community and region," Philip concluded.



You're invited!

**FOOD, DRINKS,
PRIZES & GIFTS FOR
OUR CELEBRATION**

*See details
below*

CURRENT RESIDENT OR

INSIDE Special Issue #4:

- **THE AMERICAN DREAM – Yours and Ours!**
- **GROWERS: Shawn and Philip Sullivan – Read more about the 4th Generation**
- **See below for your personal event invitation!**

WE APPRECIATE YOU SO PLEASE JOIN US!

FOOD, DRINKS, PRIZES, GIFTS FOR OUR CELEBRATION

FRIDAY, AUG 19, 3-6 PM

55 SOUTHWAY AVE, LEWISTON

- Hamburgers/hot dogs
- Ice cream sodas / desserts
- Tours/historic photos
- Classic cars displayed

5:30pm - Prize drawings, cake cutting, remarks and presentations

PARKING - Anywhere in Southway Plaza, overflow parking at boat ramp lot with shuttle service

★★ LET'S CELEBRATE! ★★

AMERICAN BBQ

**100
YEARS**

1922-2022



THURS, AUG 25, 1-6 PM

604 S. WASHINGTON ST., MOSCOW

- Appetizers
- Ice cream sodas / desserts
- Office tours / historic photos

5:30pm - Prize drawings, cake cutting, remarks and presentations

PARKING - On street parking, overflow parking at Umpqua Bank lot across the street