



Welcome back to Fireworks pre-show! (pg 4)



What is your American Dream?

For our 100th Anniversary, we launched the new slogan, “***We Protect Your American Dream***”. The term “American Dream” was first coined by writer and historian James Truslow Adams in his best-selling 1931 book *Epic of America*. He described it as

“That dream of a land in which life should be better and richer and fuller for everyone, with opportunity for each according to ability or achievement.”

But really, there is no single definition of the American Dream. Its broad meanings have changed continually over the decades, generations and centuries.

“Your” American Dream

Our slogan says “your” because an American Dream is as special, personal and individualized as you are! In broad terms today it might be...

- The freedom and independence that comes from owning an automobile.
- The safety and security of owning your own home and property.
- The economic opportunity to own a farm or start a business.
- The equal opportunity to build the life you want according to your ability and ambition.

How we “Protect” Your American Dream

Since 1922, American Insurance has provided the essential products of “insurance” for our customers. Insurance is uniquely designed to remove the financial uncertainty created by losses caused by the hazards and accidents of life, common to us all.

Insurance helps us all build a stable financial future without the fear of losing everything we’ve accumulated and be forced to start over financially time and time again.



We chose the Statue of Liberty as our logo in 1990 because it matches our core values of Independence & Choice.

We are an Independent Insurance Agency to provide you the “American Advantage” —

- We provide **multiple quotes from competing insurance companies** to assure you the best coverage choices, quality service, and low premium rates.
- We have **direct relationships with select companies** to provide deeply discounted preferred insurance policies to our personal and business clients.
- We have **experienced agents** to analyze your unique insurance needs, provide creative solutions and personal one-on-one service.

American Insurance agents are “Independent” and represent America’s top insurance companies that compete to provide you choices in coverage and low pricing on auto, home, business, health and life insurance.

For 100 years, we have been dedicated to putting you, our customer, first – protecting your assets, your financial future, your potential and the hope of your American Dream.

Thank you, most sincerely, for your continued trust and confidence in us.

History Mysteries Quiz #3

New Quiz! Past winners can enter and win again. Be in the first 100 people to answer these 4 questions correctly to receive a prize! Complete this below or online at www.Am-Ins.com/100years. (Hint: All answers can be found in the newsletter.)

1. What year did John Sullivan start in his role as agency president? _____
2. How many employees now work at American Insurance? _____
3. In what year was there no fireworks aerial show in the LC valley? _____
4. What time does the fireworks aerial show begin on July 4? _____

QUIZ SUBMITTED BY:

Name _____

Phone # _____

Mail or drop off your completed quiz to our office at 55 Southway Ave, Lewiston, ID 83501, or to 604 S Washington St, Moscow, ID 83843 or text it to 208-518-0823 or complete quiz online **Error! Hyperlink reference not valid.** where you will also find the QUIZ RULES. Limit for Quiz 3 is 1 prize per person or household address. Quiz #3 ends Aug. 19 (at the Lewiston BBQ event). Plus, all entries also entered for

THE BUILDERS: Harry and John Sullivan 3rd Generation – 1972 to 2022



Frank “Sully” Sullivan has two sons, born and raised in Lewiston. Pictured left in 1957 are both sons who grew up and joined their dad as the third generation in the family insurance business.

Harry C. Sullivan – 1972 to 1996

The eldest son, Harry, came to work at American Insurance in 1972 after graduation from the University of Washington. Over his 24-year career, Harry sold all lines of insurance, managed the Commercial Lines Department, and developed

marketing and telemarketing programs that helped rapidly add new customers to the business. He served as agency President before leaving the insurance business in 1996.



John B. Sullivan – 1977 to 2022

The younger son, John, left a position in commercial radio sales and station management in 1977 to work with his father and brother at American Insurance.

John began his career in the life insurance department selling individual and group life, disability, and medical insurance. The department grew with additional agents. Then, over his 45-year career, John gained extensive experience in every aspect of personal and commercial property-casualty insurance before taking over all operations as President and Agency Manager in 1996.

■ Sullivan named president of American Insurance Agency

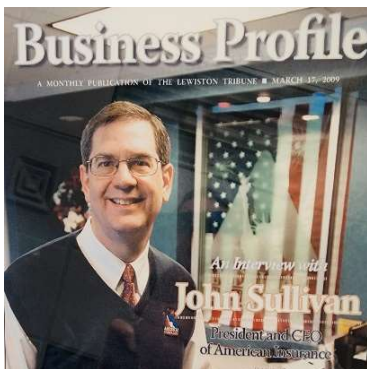
John B. Sullivan of Lewiston recently was named president and general manager of American Insurance Agency at Lewiston.

He replaces his brother, Harry C. Sullivan, who retired after 25 years, and will oversee all aspects of the insurance agency, a fourth-generation family-owned business.

John Sullivan has been in the business for 18 years and is licensed for all lines of property-casualty, life, health and variable insurance products.



John Sullivan



BUILDING OPERATIONS: Besides his agent duties, John had a knack for organization. It fell to John to build up and modernize the internal operations into the digital age with the first computers, fiber-optic communications and internet, web-based customer service, the first website, intranet, employee manual, plus policies and procedures for staff.

BUILDING FACILITIES: As the agency grew, John built the new Lewiston office building in 2004, acquired the former Remington Insurance in 2005 and established a branch office in Moscow. That office was moved to a newly purchased and remodeled building in 2018 as a permanent home.



American Insurance now has 20 employees including John’s two sons, Shawn and Philip. Leadership transition began in 2019 when Shawn D. Sullivan, became president and Philip J. Sullivan became vice

president of the Agency. John retained the CEO title and restricted his activities to select clients. By the end of 2022, John will have transferred all his clients to his experienced agents and continue as Chairman focusing on continued growth through mergers and acquisitions of other insurance agencies.

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



COMMUNITY: John Sullivan Fireworks, Food Drives & Community Service

American Insurance, through the generations, has always had a focus on community service. John Sullivan kept that tradition alive in the 3rd generation. Like his father, Sully, and his Great Uncle Harry & Aunt Blanche (Sullivan) Christy, he has invested in our local communities with his time, resources, leadership and financial support. Over the years he has been involved in many community projects and events. His longest running commitment is the Community Spirit Fireworks Show, which has lasted 37 years as of 2022.



Community Spirit: It's a blast – John Sullivan was interviewed in 1991 by Lorraine Nelson of the *Lewiston Tribune* for an article that tells the story of how and why the Community Spirit nonprofit organization was launched.

In the story John tells how he grew up with the family tradition of watching the valley fireworks display on Independence Day. That tradition continued with his own family of 6 kids each 4th of July. But, in 1985 there was no fireworks show. It had become a hardship on the Clarkston Jaycees and so it was stopped.

John said, "I didn't want that tradition to end for my kids and all my neighbors and friends in the valley." He shared his concern with Rob Prasil, then-owner of Ida-Vend Broadcasting and offered to provide financial support. Rob (also a retired lieutenant colonel in the Army Special Forces) took charge. Together with his then-sales director, George McPherson, and the support of the Clarkston Firefighters, created the non-profit Community Spirit in the fall of 1985. American Insurance was an original sponsor and has continued as a major sponsor ever since.

The Man Behind the Boom – a *Lewiston Tribune* "Casual Friday" article from 2014 by Doug Bauer tells the story of John's long-term involvement in Community Spirit, as a board member and hands-on volunteer to put on the

valley's Independence Day Fireworks show each year. Over the years, John has done whatever he could to fully fund the show, including like selling safe and sane fireworks and hotdogs/hamburgers at pre-show events. He has also put up flags, signage and rope for safety fallout zones around Adams Field each year to help the effort.



John confers with pyrotech, Jeff Casali, prior to a show



John & Philip set up flags

John currently serves as President of Community Spirit and continues to keep the event going with his event partners, Lee and Angie McVey with McVey Broadcasting, the new owners of the radio stations Canyon Country 106.9, KRLC 1350AM and 93.1FM, plus The River Y-105.

**FIND DETAILS OF THE 2022
COMMUNITY SPIRIT
FIREWORKS SHOW ON PG 4.**

Hometown Business Food Drive

John started this food drive in 2016 with 7 local hometown businesses and then collected 708 lbs. of food. This American Insurance annual event grew in 2021 to more than 70 business partners and 4 grocery stores to collect 12,780 lbs. to support 3 local food banks in Lewiston, Clarkston and Moscow. The 7th Annual Food Drive is set for Nov 14-18, 2022.



VISIT OUR "COMMUNITY" PAGE – Keep current on area community events.
Just visit www.Am-Ins.com/community for our Community Calendar with events and details.



INSIDE Special Issue #3:

- **What's Your American Dream?**
Why we chose our new slogan
- **THE BUILDERS: Harry and John Sullivan – 3rd Generation**
- **COMMUNITY: John Sullivan – Fireworks, Food Drives & Community Service**
- **Fireworks pre-show returns this year – Returning live music, vendors, prizes and gifts at Adams Field**

CURRENT RESIDENT OR:

Upcoming 100th celebrations

Thursday, Aug. 18 – LCV Chamber Business After Hours

Friday, Aug. 19 – Lewiston event

Thursday, Aug. 25 – Moscow event

Next newsletter will have invitations!

Summer 2022 - AMERICAN INSURANCE

100th Year Special Issue #3

FIREWORKS PRE-SHOW PLANNED JULY 4TH

Live music, food vendors, prizes, gifts return to Adam's Field for Independence Day

American Insurance invites you back to Adam's Field at Clarkston High School this Independence Day for the pre-fireworks show.

PRE-SHOW ACTIVITIES: We are the presenting sponsor for pre-show activities at Adam's Field to celebrate our 100th Anniversary.

[Here is what is planned:](#)

6pm Gates Open at Adam's Field* - Admission is free!



*Donations to fund future fireworks shows appreciated – free patriotic gifts for donations.

*Bring lawn chairs & blankets to sit on the field.



Courtesy Brad Stinson

- **6pm Vendors open** with food, treats and drinks available.
- **8pm Live Music begins** – Drawings will be held at 8:00, 8:30, 9:00 and 9:30pm for special gifts and prizes from American Insurance. Must be present to win!
- **10pm Aerial Fireworks Display** by non-profit, Community Spirit. *This year includes extra ground show fireworks and specialty fireworks shells provided by American Insurance.*

*NO smoking, fireworks, animals, alcohol or guns allowed on school grounds at Adam's Field

We hope to see you there!