



# Summer 2012

**Visit us Online**  
[www.Am-Ins.com](http://www.Am-Ins.com)

- ▶ Make Payments
- ▶ Report Claims
- ▶ Policy Services
- ▶ Update Contact Info
- ▶ Order Auto ID Cards
- ▶ Binder/Certificate Request

**Enter to WIN**  
**2012 Grand Prize**



**\$ Referral Rewards \$**

Details on Pg 4

**INSURANCE**  
**for Every Need!**

- Auto
- Home
- Business
- Bonds
- Workers Comp.
- Medical

## 7 Reasons To Like Us!



Visit us at [www.Facebook.com/AmericanInsurance](http://www.Facebook.com/AmericanInsurance)

Besides the fact that we are *warm and fuzzy*, here are some other great reasons to "Like Us" on Facebook!

### Immediate notifications of -

- ✓ Insurance discounts others miss
- ✓ How to avoid costly insurance mistakes
- ✓ Answers to common insurance questions
- ✓ Perspective, news and views you can use
- ✓ Tips to live safe and healthy
- ✓ Community events with a personal touch
- ✓ Smiles with "Sully's Sillies"

### Inside this issue:

<b>Customer Service Comment</b>	2
A huge "Thank You" to Tina	
<b>Boating is a Blast</b>	2
Dave Root & his Jet Boat	
<b>Happy Birthday America</b>	2
<b>Fireworks - Events Schedule</b>	2
<b>A Love of the Classics</b>	3
Mike Everett & his 55 Chevy Bel Air	
<b>Agent Spotlight</b>	3
Philip Sullivan earns CIC designation	
<b>90th Anniversary</b>	3
BBQ Invitation coming soon!	

### One more reason...

**The first 100 Likes will receive a \$5.00 Gift Card for lunch or coffee!**

**Just one click to "Like Us" and you'll receive timely and useful information when you need it most!**



Thank you to everyone for the vote of confidence!



AMERICAN INSURANCE, Lewiston and Moscow, were voted "Best of the West" Insurance Agency 2012. We are very proud to be chosen and always strive to be worthy of your continued trust. (More info at [www.klewtv.com/bestofthewest](http://www.klewtv.com/bestofthewest))



Moscow Branch Manager,  
 Shawn D. Sullivan

Judy Higuera, KLEW-TV presents award to John Sullivan, President of AMERICAN INSURANCE.

**Customer Service Comments**

-- Original Message --  
From: Andy & Wendy McConkey  
Subject: Very Satisfied

*"Just wanted to give Tina a huge thank you in taking care of our needs. She is always quick to respond with quotes or extensions of coverage. We really appreciate the positive attitude and willingness to help. We have never regretted our move to AMERICAN INSURANCE. We look forward to many more years of excellent service. Keep up the good work Tina!"*

Get \$5 Gift Card for Service Comments - See pg 4

**Boating Is a Blast!**

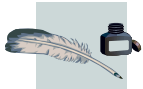
I have been boating since 1996 and it has been a blast - from running the whitewater to fishing with friends to taking the grandsons tubing! I started with an older, used jet boat and then upgraded. Whatever your type of boating, my experience on the water gives me the knowledge and expertise to insure your treasure properly. I can even issue policies that guarantee the "agreed value" of your boat in advance. That way there is no question AFTER a claim as to what is the true value of your boat.



Dave Root & his Jet Boat

**We insure all kinds of boats** - the true whitewater jet boats, fishing boats, runabouts, sailboats, tournament type ski boats, personal watercraft and even yachts.  
**Boat Insurance options to consider** - Don't forget besides physical damage we can provide coverage for watercraft liability, uninsured boater, on-water towing, fuel spill liability, wreckage removal, personal effects, fishing equipment, boat trailers and more.

We have stand-alone policies or get an extra discount when combined with your auto or home insurance. For smooth sailing and peace of mind give me a call to discuss your boat insurance needs this summer. *David Root, CIC - Agent, 25 Years*



**Comments or Questions ?**

Contact:  
Carmen Johnson, Editor  
[CarmenJ@AmericanInsurancelD.com](mailto:CarmenJ@AmericanInsurancelD.com)

Ph: 208-746-9646  
or 1-800-735-6355

**Happy Birthday America!**

For our 27th year, AMERICAN INSURANCE invites you to join us in Adams Field at Clarkston High School for the *Independence Day Fireworks Celebration*.

**Celebrating 27 Years as Major Sponsor**

**Independence Day Fireworks**

July 4<sup>th</sup> at  
Adams Field  
Clarkston High School

**INSURANCE?**  
*"Think American!"*  
Auto • Home • Business • Medical

**AMERICAN INSURANCE**  
LEWISTON ▲ MOSCOW

**Community Spirit**  
**Schedule of Events**

6:00pm  
**TEXACO**  
Country Showdown

8:00pm  
**COLTRAIN**  
Live Music

10:00pm  
**FIREWORKS**  
Aerial Display

Suggested gate donations:  
\$1.00/person or \$5.00/family

346150FU\_12

Bring your lawn chairs and blankets to sit out on the grass and enjoy a relaxing evening. The whole family will enjoy the live entertainment and concessions are available. Plus, you will have the best seats in the valley to see our spectacular aerial fireworks display at 10pm.

America has been a special light of freedom and independence for 236 years. Independence Day celebrations serve as a reminder to every generation of the sacrifices still being made for the cause of freedom around the world. All of us at AMERICAN INSURANCE appreciate those who have served or are serving in our military and those who serve us as our police, fire and emergency services. We are committed to keeping our local celebration alive for the enjoyment of the entire valley.



Mike Everett & his 1955 Chevy Bel Air

## A Love of the Classics!

I've had a love affair with vintage cars for most of my adult life. It grew out of necessity (fixing my cars) and turned into a hobby by my thirties. Cars, trucks - anything old - is gratifying to restore, although I'm not sure you ever really 'finish' one. There's always more to do.

I've restored about 10 cars over the years and they all present different challenges. My 55' Chevy Bel Air Hardtop (pictured) was purchased

in 2000. I had just completed a 65' Chevelle hardtop and was looking for a new project. At the time, it looked like it needed some paint and minor mechanical - Ha! Two and a half years in the shop for the body work, powertrain, and upholstery, before it ever hit the street. Of course, I continue to work on it to this day.

Oh, one last thing, be sure your classic is properly insured. Give me a call and I'll make sure your 'baby' and your investment have insurance coverage tailored for your rod or classic. We offer an "agreed amount" policy so you can drive worry free.

See you on the road or at a car show. Have a fun summer! Mike Everett - Agent 45 Years

## Congratulations Philip - New Designation



Philip Sullivan, CIC  
Personal Lines Asst Mgr  
Agent since 2004

### "SPOTLIGHT" Certified Insurance Counselor

AMERICAN INSURANCE congratulates Philip Sullivan for attaining the designation of CIC – Certified Insurance Counselor. By earning and maintaining the CIC designation, Philip has demonstrated professional competence through a five year series of rigorous written examinations focusing on all major fields of insurance, agency operations, and insurance management. The formal training required to become a CIC includes 100 classroom hours and the successful completion of five comprehensive exams, with an annual update required to ensure that CICs maintain their edge as the most capable and current insurance practitioners in the industry.

Again, congratulations to Philip Sullivan, CIC.

## 90th Anniversary Party - Coming Soon!

You are invited to an old fashioned American party! Enjoy a BBQ with hotdogs and hamburgers plus ice cream floats with root beer or cola. Visit with the agents and staff, learn about the people and events that shaped the history of AMERICAN INSURANCE, take a tour of our office and learn about the new ways we can be of service to you. Oh! And free stuff too just for visiting.

You will receive a newsletter invitation filled with stories about the people and events that shaped AMERICAN INSURANCE and our community. Most of all, we want to say "thank you" for your trust and confidence in us. **Your loyalty has made these 90 years possible.**



## FAQ ?

### Frequently Asked Questions

Get answers to these recently posted FAQs at

[www.Am-Ins.com/faq](http://www.Am-Ins.com/faq)

- [Fireworks – what if something goes wrong?](#)
- ♦ [Liability - Are Dog Bites Insured?](#)
- ♦ [Rental Cars ~ What coverage is provided by my Personal Auto Policy?](#)
- ♦ [CLUE Report - do I need one before I buy a home?](#)
- ♦ [Liquor Liability – is special coverage needed?](#)



## Sully's Sillies



- ♦ **Just Say NO to negativity!**
- ♦ **Don't you hate rhetorical questions?**
- ♦ **I can resist everything except temptation.**
- ♦ **It's not my fault I don't take responsibility for my actions!**

Frank "Sully" Sullivan, retired President of American Insurance has been handing out jokes and smiles his entire life. Enjoy!

**Enter to Win!**



Apple iPad

# \$\$\$ Referral Rewards \$\$\$

You are our best advertising!  
So, rather than pay for advertising,  
we'd rather pay you.

**Win a new IPAD!**

**Enter Online!**

[www.Am-Ins.com](http://www.Am-Ins.com)

**Who do you want us to send an invitation to quote & save?** Help us spread the word about our great insurance rates and personal service. Everybody appreciates a good deal. For every qualified referral you provide, your name is entered into our drawing to win the "Grand Prize" - a 32 GB iPad. And, for every qualified referral that receives a preferred quotation you **both** receive Gift Cards. No purchase is necessary.

\* Visit [www.Am-Ins.com](http://www.Am-Ins.com) for complete rules.

**Get a \$ 5 Gift Card**

Like us on Facebook  
or make a comment!



**\$5.00 Gift Cards for Facebook Likes!**

Just visit our website - [www.Am-Ins.com](http://www.Am-Ins.com)

Click on the "Facebook" link and  
at the top of our page!

**How are we doing for you?**

Your comments make us better! Tell us what you think at  
[www.Am-Ins.com](http://www.Am-Ins.com) and click "Customer Service Feedback".



PRSR STD  
US POSTAGE  
PAID  
LEWISTON, ID  
PERMIT NO. 114



## **Look Inside:**

- 27 Year Sponsor - *Fireworks Show*
- "Best of the West" *Winner*
- *Insure your boat or classic car!*
- *90<sup>th</sup> Anniversary Party*

**CURRENT RESIDENT OR**

This newsletter is published periodically by American Insurance to bring important news about insurance and safety to our clients. The content of this newsletter is taken from sources which we believe are reliable but are not guaranteed to completely state all available information. This newsletter provides general information and is not intended as a substitute for professional legal, financial, or insurance counsel for individuals.