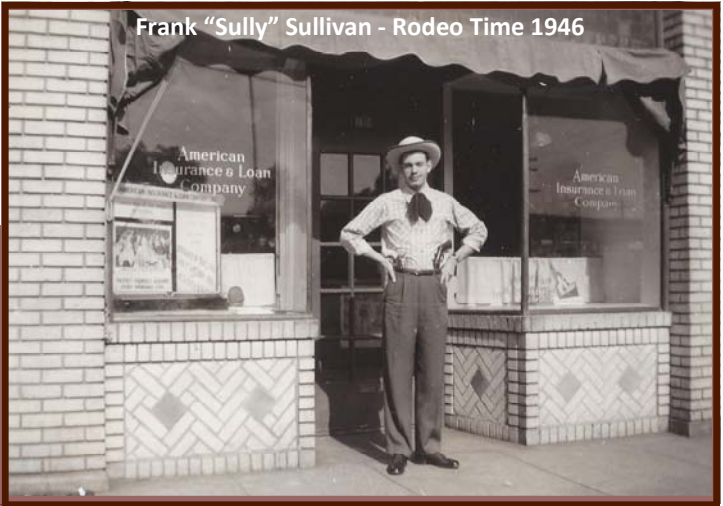




1922 - 2012
90
 YEARS OF
 EXCELLENCE

90th Anniversary



Frank "Sully" Sullivan - Rodeo Time 1946

Visit us Online
www.Am-Ins.com

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

See historic pictures and learn more about us at www.Am-Ins.com in About Us/Our History.

INSURANCE for Every Need!
 Auto
 Home
 Business
 Bonds
 Workers Comp.
 Medical
 Life

Come Celebrate With Us!

What does it take for a business to last 90 years?

I think it takes the time, talents, and hard work of excellent employees and the goodwill and loyalty of wonder customers like you! So, with a deep sense of gratitude we invite you to come celebrate our 90th Anniversary in our Lewiston and Moscow offices (details on page 4).

The pages of this newsletter are too short to share our entire history. So, I hope the **TIMELINE** on page 2 will give you a sense of the important dates in our history. The story of our founding and early years follows on page 3. We have hundreds of historic pictures, articles, and advertisements to share with you at the Open House. Please visit our website at www.Am-Ins.com and click **ABOUT US** to read more in-depth articles and related pictures of **Our History**.

After 90 years AMERICAN INSURANCE has become an inseparable part of the communities it serves. As a local employer we have had the privilege to touch the lives of thousands of our neighbors as employees, customers, with claimant payments, or civic causes. "Thank you" for sharing your life with us and for your continued trust and support.



Staff Picture - 1956

John B. Sullivan, President

4 Generations, 1 Mission

Since our founding in 1922 everything has changed - the people, the buildings, the equipment, the industry - **but one thing has remained constant...** "We care about and protect the things you value most!" That mission has guided us through four generations. We are looking ahead to introducing a 5th generation and celebrating 100 years with you in 2022.

Harry Christy - 1928



Frank Sullivan - 1946



John Sullivan



Shawn Sullivan



Philip Sullivan



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TIMELINE - Important dates in the history of AMERICAN INSURANCE

◆ **1922 - October 9:** The Mackey-Thiessen Investment Co is formed by A.L. Lyons and O.M. Mackey, principals in the American Bank & Trust Co, to explore the emerging opportunities of real estate, insurance, and consumer loans.

◆ **1926, October 10:** The name is changed to American Insurance and Loan Co. and incorporation papers filed with the Idaho Secretary of State.



◆ **1927, Spring:** American Insurance moves to the brand new Carssow building at 9th & Main St in Lewiston along with American Bank & Trust Co. The building has several retail and profes-

sional spaces on the main floor and second floor of the building.

◆ **1928, August 15th:** Harry W. Christy & his wife, Blanche (Sullivan) Christy, purchase American Insurance and Loan Co. Real estate operations are discontinued and the business focused only on insurance and personal loans. *This begins the first generation of ownership in the Sullivan family.*

◆ **1935, April 15th:** Great Western Mutual Association is founded by OM Mackey. Harry W. Christy served as President. The insurance company was successful and active with more than 10,000 policyholders when sold in 1964.



◆ **1946, January 1st:** Frank W. Sullivan, nephew of Blanche (Sullivan) Christy, after returning to Iowa from service in WWII was invited out west to work as an insurance agent at American Insurance. *This begins the second generation of the Sullivan family in the business.*

◆ **1955:** Harry W. Christy retires and personal loan operations are discontinued. Frank W. Sullivan becomes President and manager of American Insurance. Also that year American Bank & Trust Co. sells to First Security Bank.

◆ **1972:** Harry C. Sullivan, oldest son of Frank "Sully" Sullivan, graduated from the University of Washington, and joined his father as an insurance agent at American Insurance. *This began the 3rd generation of the Sullivan family in the business.* Harry worked for 24 years and managed the Commercial Lines Department before leaving insurance in 1996.

◆ **1977, July 15th:** John B. Sullivan, youngest son of Frank "Sully" Sullivan, left a position in radio station sales and management and was hired as an insurance agent specializing in life insurance and employee benefits.

◆ **1990** – New company logo is launched – a triangular shape with red on the left, a white silhouette of the Statue of Liberty in the center



and blue on the right. The Statue of Liberty was a perfect symbol to convey independence and freedom of choice which matches the advantages we provide our customers as an Independent Insurance Agency with a broad range of companies and policies from which to choose. The logo was later modified to include fireworks bursts to signify our long term sponsorship of the valley's Independence Day fireworks celebration.



◆ **1994, May 12:** Shawn D. Sullivan, son of John B. Sullivan, after graduation from the University of Idaho is hired as an insurance agent. *This begins the 4th generation of the Sullivan family in the business.*

◆ **1996, March:** Frank W. Sullivan retires after 50 years and son, John B. Sullivan becomes President of American Insurance managing all operations.

◆ **2004, April 15:**

American Insurance builds a new 4,000 sq ft brick building to house all operations and moves to 55 Southway Ave in Lewiston, overlooking the Snake River.



◆ **2004, June 28:** Philip J. Sullivan, son of John B Sullivan, after graduation from the University of Idaho is hired as an insurance agent and becomes another 4th generation family member in the business



◆ **2005, April 15:** American Insurance buys Remington Insurance and opens a branch office in Moscow, ID. Shawn D. Sullivan becomes branch manager of

our new Moscow office.

◆ **2008, June 1:** American Insurance buys RE Magnuson Insurance of Kendrick, ID then consolidates and welcomes these new customers into the Lewiston and Moscow offices.

◆ **2010, August 27:** www.Am-Ins.com is launched. This website is a "virtual" office providing access 24/7 to - information regarding all our insurance services, instant on-line auto & home insurance quotes, requests for policy services, claim reporting, risk management resources, important insurance news, community events, and FAQ insurance education.

Harry Christy & Blanche “Sullivan” Christy, Agency Pioneers

Turning Disability Into Success

Harry W. Christy served in the artillery during WWI. After the war in 1919 he returned to the Stanwood schools in Iowa and continued as Superintendent until 1926. But, the big guns of WWI had damaged his hearing which made teaching and administration difficult.

At the urging of a friend, Harry W. Christy decided to leave his education career in Iowa to pursue new opportunities in the great Northwest. So, in 1926 with his wife, Blanche “Sullivan” Christy and two children, Roger and Harriet Ruth, the Christy’s headed out west for a business opportunity. They came first to Lewiston, ID and then took a job opportunity in banking in a then thriving, Starbuck, WA. Although successful, Harry still hadn’t found what he really wanted until he heard through his banking connections that American Bank & Trust Co was selling their insurance and personal loan operation. Harry sold his interest in Bank of Starbuck and moved back to Lewiston to buy American Insurance & Loan Co. from O.M. Mackey on August 15, 1928. *(Note: This is just one year before the stock market crash of 1929 signaling the beginning of the Great Depression)*



Blanche Christy
1946

Here Harry and Blanche Christy staked their claim and worked side by side, building a successful insurance business and making personal loans. **Now Harry could turn his hearing disability into a strength. As an insurance salesman he joked that - he just couldn't hear the word 'no'!**

HELP WANTED

By 1945 they needed more help with their growing business so they provided an opportunity to Blanche’s nephew who had just returned to Iowa after serving in WWII. The young man, **Frank W. Sullivan**, accepted their invitation and was eager to start a career.



Staff Picture - 1938

Frank “Sully” Sullivan

Frank W. Sullivan, born March 12, 1923, was one of fourteen children raised in Bloomfield, IA. Called “Bud” and “Buddy” by his family, Frank spent much of his growing up years living and



Sully - 1942

working on his grandparent’s nearby farm. Upon graduation from High School in 1942 he joined the Army Air Corp to defend his country during WWII. While performing as communications officer and gunner on a B-17 flying over Germany, his plane was shot down on its 15th mission and he was held as a German prisoner of war for 9 months until liberated on May 8, 1945 VE Day. In the service Frank received the new

nickname “Sully” - a name that has stuck with him his entire adult life.

After being discharged from the military, Frank “Sully” Sullivan responded to the job opportunity offered by his Aunt Blanche and Harry Christy out west in Idaho and joined the American Insurance & Loan Co. as an insurance agent on January 1, 1946.

Sully excelled as an insurance agent and was a natural leader. As his policyholder accounts grew in number so did his involvement in the community. He served and was past president of: The Junior Chamber of Commerce (JC’s), the Chamber of Commerce, the Lewiston Boys Club, the local and Idaho State Independent Insurance Agents Assoc., the Idaho National Guard Assoc., The Community Chest (now United Way), the Lewiston Roundup Assoc, and the Lewiston Golf and Country Club. Sully is a lifetime member of: The Elk Lodge BPOE896, Masonic Lodge No. 10, Scottish Rite, York Rite, American Legion Post #13, VFW, DAV, Reserve Offices Assoc. Purple Heart Club, and the 40 & 8. Other honors include recipient of the Young Man of the Year Award in 1954 for the State of Idaho, the Key Stone Medallion of the National Boys Club, Past Potentate of the Calam Temple of the Shrine, and Who’s Who in the USA in 1966.

As a 1st Lieutenant in the Idaho National Guard he served two years in the Korean War in Battery C-148th Artillery and later retired from the reserves as a Lieutenant Colonel. In 1970, he purchased the remaining shares of American Insurance from the Christy estate and brought his two sons into the business – Harry in 1972 and John in 1977. He continued to lead the agency until 1996 for a total of 50 years.

See historic pictures and learn more about us at www.Am-Ins.com in About Us/Our History.



Harry Christy & Sully - 1946

Come Celebrate
with Us! **90th Anniversary**

**Lewiston Office Open House
& Customer Appreciation**

Friday, Sept. 21st
1:00pm until 5:00pm

**Cake Cutting
Ceremony 1:00pm**



Visit with "Sully"
our guest of honor!



Frank W. Sullivan
Age 89 Retired President

The Sullivans & Staff Invite You to:

- Enjoy finger foods, cake, punch and coffee
- Visit with agents and service staff
- Get Anniversary items
- See 90 years of historic pictures
- Learn about the people and events that shaped our local history



"Thank you for your continued confidence & support"



**AMERICAN
INSURANCE**

LEWISTON ▲ MOSCOW

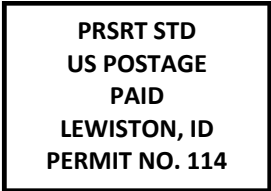
LEWISTON 55 Southway Ave. 746-9646
(Near Zip Trip on the corner of Southway & Snake River Ave.)
Park anywhere in the Southway Plaza parking lot.



Philip with
son Maxim
- 2 mo old

**The Next
Generation???**

Shawn & son,
Cameron -
Age 11



Look Inside:

**INVITATION
90th Anniversary
Open House**

CURRENT RESIDENT OR

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