



HELPING PREPARE AND PROTECT YOUR FUTURE

IN OUR 64th YEAR, JUNE 1992

FIREWORKS, FOOD, FUN !

The valley fireworks will again light up the sky on Saturday, July 4th marking our nation's 216th year of independence. Adams Field in Clarkston will be open at 6pm that day to hold up to 6,000 spectators who watch the fireworks show up close. Spectators can bring lawn chairs and blankets to sit on the field or they may sit in the stands. Stage entertainment for the family will run from 7pm until the fireworks begin at 10pm. Concessions are available for dinner and snacks.

TRULY A COMMUNITY WIDE EFFORT

the fireworks involve the efforts of many groups and individuals. American Insurance Agency continues to be one of four major sponsors who, along with the personal donations of many individuals, provide the financial backing for the valley fireworks. To make each year's show bigger and better Community Spirit encourages donations from spectators and groups. If you wish to send a donation make your check to Community Spirit and mail to P.O. Box 559, Lewiston, ID.



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COMMUNICATION ASSURES VALUE !

In the past six (6) months we have communicated with each of you in an attempt to explain the efforts made on your behalf to manage the significant changes made by the insurance companies offering personal automobile insurance.

THE CHANGES ARE NATIONAL IN SCOPE

but have impacted all of us locally in just the last year or so. We have seen companies suspend the writing of new personal insurance or adjust the cost to assure continued financial stability. There is still confusion in the marketplace as a transition is made by various companies to determine how they wish to be positioned for the future.

OUR AGENCY HAS AN ENVIABLE POSITION

and is fortunate to have been approached by several strong, financially stable companies that see a bright future and opportunity

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WHAT'S UP ...

CONCERNING BOAT INSURANCE?



The river is "up" again and the temperature is "up", so it's time to get out on the family boat for fishing, sailing and fun on the water! Also, it's time to check one important item of boating gear THE INSURANCE. There are many things to consider to be sure that the protection is adequate for the family boat.

HOMEOWNERS POLICIES AND BOATS

Your HOMEOWNERS Insurance Policy provides some boat coverage but it is very limited. For example, the standard HOMEOWNERS POLICY provides automatic boat liability coverage on a watercraft up to 26 feet in length with an outboard motor of 50 HP or less. Coverage for physical loss or theft is limited to the residence premises only for \$1,000 on the watercraft and \$1,000 on a trailer. A careful examination of your HOMEOWNERS POLICY is the only way to know the exact coverage available for boats.

A BOATOWNERS POLICY IS NEEDED

Generally, the coverage extended by a HOMEOWNERS POLICY does not provide adequate protection for a boat owner. A BOATOWNERS POLICY is a package that can be added to your HOMEOWNERS POLICY or written as a separate policy. It can provide coverage for physical loss or theft to the hull, motor, trailer, miscellaneous boat equipment, sports equipment and personal effects. It also provides public liability for bodily injury or property damage as well as guest medical payments (including water skiers).

AVOIDING THE DOUBLE WHAMMY! (KEEPING INTEREST RATES UP)

First you got your interest rate notice on your bank Certificate of Deposit that showed a renewal rate below 5%. Insult turns to injury when you get your 1099-Interest Statement and then pay your taxes. Your net yield then becomes a pitiful 3.6%! NOW THAT'S A DOUBLE WHAMMY!

CUT TAXES AND GET HIGHER INTEREST

It's an old idea with a new twist! For many years Congress has given special tax treatment to annuities. These products provide tax-deferred interest and have been redesigned like a CD to be shorter term and more flexible.

The CD/Annuity term lengths range from one year to eight years. Principal and interest is guaranteed.

CURRENT INTEREST RATE IS 7.75%

* NO FEES OR EXPENSES: All your money earns a top rate of return. There is a minimal penalty for early withdrawal.

* INTEREST PAYMENTS: Interest may be tax-deferred and compounded or it can be taken as a monthly income.

TAX DEFERRAL ADDS UP FAST

The CD/Annuity protects your savings from state and federal taxes. Your money grows faster through tax-deferred compounding. The difference between taxable vs tax-deferred compounding is incredible - 260% more interest earnings in just 5 years!

To find out more information about a CD/Annuity just write or call our Benefits Department. We will send you more complete information by mail without obligation.

COMMUNICATION ASSURES VALUE

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in writing personal insurance in Idaho and Washington. These companies have great alternatives to manage any negative changes made by your existing insurance company. Along with the alternatives have come added benefits and features to enhance your protection if you so choose. This is consistent with our expressed effort to provide each of you with a full range of choice as to benefits, service and competitive pricing for your insurance protection. Our goal is for you to

CALL UPON ME AT ANYTIME

and discuss any problems with your personal insurance and to rely on us to seek alternatives which better meet your needs for protection and cost. As an Independent Insurance Agency with a multitude of resources we are able to listen to your concerns



and secure the protection which is best for you individually. I sincerely appreciate talking with many of you during the past six months and encourage an open line of communication to me at all times in the future.

Harry C. Sullivan, President

WHAT'S UP?

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BOAT EQUIPMENT VS. PERSONAL EFFECTS

It is important to distinguish between miscellaneous portable boat equipment or sports equipment used with the boat vs. personal effects. Will a claim for a personal item be paid under the HOMEOWNERS POLICY or BOATOWNERS POLICY? Coverage and limits are different so you need to determine what your needs are for protection.

Miscellaneous portable boat equipment such as anchors, chains, protective covers, life preservers, boating apparel, machinery, furniture, furnishings and fittings are often times included under the BOATOWNERS POLICY. However, it is best to check to see if the coverage limit is adequate or if a specific limit needs to be declared. Sports equipment used with the boat such as water skis must usually be declared for specific value. Other sporting equipment such as fishing poles, camping & hunting gear, scuba diving gear, etc. needs to be added for a declared limit. Personal effects such as cameras, clothing, food and fuel are covered by the same declared limit. If a higher limit is needed a PERSONAL ARTICLES FLOATER POLICY or endorsement to your HOMEOWNERS POLICY may be needed which can give a higher value, as well as broader coverage.

CALL US FOR A REVIEW

There are a lot of things to consider in preparing and equipping your boat. A thorough review of your boat insurance needs should be on the checklist at least once a year. Your Customer Service Representatives, Tina and Helen, can review your boat insurance needs with you. Please give them a call to be sure your protection is right for you.



The Right Benefits at the Right Price

Benefits are complex! Social Security benefits, group benefits, and personal benefits must be coordinated to assure your financial security.

Let our Benefits Department help you. Call for a free benefits review and get the right answers from benefit specialists.

C.D.s
I.R.A.s
T.S.A.s

Life
Insurance

Disability
Income

Major
Medical

Annuities
Mutual
Funds

Group
Benefits

Dear Sullivan's American Insurance:

Willett Brothers has been insured through American Insurance for as long as I can remember — 40 years or more. Besides the excellent price and coverage, we have always stayed with American because of the special service of your people . . . like Becky the receptionist who always smiles and Pat who services our account with promptness and cheerfulness. Thanks for the great service!

Steve Willett,
Willett Bros., Inc.



*"Our People
Make The
Difference"*

Bulk Rate
U.S. Postage
PAID
Lewiston, ID 83501
Permit #114