

WIN LOGAN
Director,
Corporate Communication
State Auto Insurance Companies



Frustrated by insurance rates that were unreasonably high and claims settlements that were routinely handled with disregard, Robert Pein was determined to create a new kind of insurance company dedicated to serving the needs of the community—not the needs of the insurance executives.

From the very beginning, State Auto advocated the independent agency system as the best approach to serving the needs of its policyholders.

The State Auto Insurance Group currently employs approximately 2,300 associates and markets its products through more than 3,000 independent agencies in 34 states. Group assets are in excess of \$3.25 billion with annual direct written premium in excess of \$1.5 billion. Corporate headquarters is in Columbus, Ohio, where State Auto was founded in 1921. Regional headquarters are located in Nashville, Indianapolis, Austin and Baltimore.

WHY THE COLUMBUS CHAMBER?

1921—the same year hair dryers, Band-Aids and traffic lights were invented—State Auto Insurance Companies joined the Columbus Chamber. A 90-year member, State Auto understands the true value of the Chamber’s work, as they have watched the Columbus Region transform into a thriving, diverse business community.

“We’ve always been members,” said Win Logan, director, Corporate Communication, State Auto. “I see the Chamber as one of those organizations that has a broader view of our regional economy and what it takes to keep it humming. There aren’t very many organizations looking out for the greater good of the economic development of the region.”



“We participate to support business growth in the Columbus Region. Columbus is our headquarters and central Ohio is a key region for us. A healthy local economy is important to our success.”

- Win Logan

As one of the larger employers in the Region, it's imperative to support organizations like the Chamber, Logan said. State Auto executives are heavily involved in the community, contributing their time and talents to more than 20 boards. Robert Restrepo, Jr., chairman, president and CEO, State Auto, has served on the Columbus Chamber Board of Directors since 2007.

"Columbus is State Auto's corporate headquarters city, and our success as a company is greatly influenced by the economic health of the region," said Restrepo. "We're a national player, but over a third of our workforce is right here in central Ohio, along with a number of our most successful agency partners. Nothing could be more gratifying—or important—to my company than to be among the Chamber members actively engaged in defining and supporting the organization's economic development objectives."

THE RESULTS

State Auto achieves value from its involvement in the Columbus Chamber and Chamber events. In fact, the Chamber's most prestigious event, the Annual Meeting, is presented in partnership with State Auto. The company also partners with the Chamber on the Small Business Forum and Leader Awards.

"We attend as many events as we can," Logan said. "We do it for visibility and to connect with other business and community leaders. At the annual meeting, more than 1,000 of the most important people in the region gather in the same room, so it's essential for us to be a part of that experience."

But State Auto views its support of the Chamber in an altruistic sense, too.

"Chamber success is important to us," Logan said. "We know that being part of the Chamber is benefiting not only us, but the whole region."

ADVICE

Logan advises other companies—big and small—to engage in the community.

"Being a Columbus Chamber member is the smart and right thing to do," he said. "Not only is it beneficial for the region, but it's a great way to reach other businesses and network."

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