

WSC Insurance

One of the most enduring names in Forest Grove's business community, WSC Insurance got its start in 1946 when Homer Waltz bought into an historic insurance agency and added his name to the company's moniker. Sixty years later, the "W" in WSC still reflects the guiding influence of the Waltz family: Homer's son Loren later ran the firm for 30 years, followed by his daughter, Amy Waltz Hansen, now a managing partner.

Today occupying the historic Livery Stables building downtown, WSC Insurance has grown to 21 employees and doubled its revenues in just the past five years.

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"We contribute much of this growth to the support of those communities we serve, including Forest Grove," says Hansen, who runs the business with partners Tom BeLusko and John DiFalco. "Being downtown and involved in the community means we know our customers and they know us. And that, in turn, has made us a resource for Forest Grove businesses and surrounding communities, who feel we can best serve their risk management needs."

Billing itself as both "high tech and high touch," the company has effectively combined small-town personal service with cutting-edge Web technology from its location, offering customers the best of both worlds. Clients can conduct most of their business via WSC's Web site, including making payments and filing claims. As one customer puts it,

"they are small town personal with big city ability."

WSC's location in Forest Grove "enables us to attract stable long-term employees," Hansen says, "who enjoy living and working in a smaller community where they don't have to pay to park, can walk to the bank, and can even go home on their lunch hour. Proximity to the coast and Mount Hood is also a significant benefit of living here."

Those WSC employees who don't live in the immediate vicinity commute from the adjacent Beaverton/Aloha area, she says, "but this is manageable since they are commuting against the flow of traffic and most often on beautiful back country roads."

As Forest Grove and adjacent communities continue to grow, WSC expects to expand its services as needed to serve a larger and more diverse customer base. It already has a branch office in nearby Hillsboro. "Being located in Forest Grove," Hansen says, "lends itself extremely well to serving all of Washington County and beyond."



A place where businesses and families thrive.

For information about operating a business in Forest Grove, contact the Forest Grove Economic Development Partnership, (503) 992.3293 or (503) 357.3006, or email jkling@ci.forest-grove.or.us



At a glance

Waltz Sheridan Crawford Insurance, now known as WSC Insurance, is the largest independent insurance agency located and operating in Washington County. It has been recognized by the *Portland Business Journal* as one of the top 25 commercial insurance agencies in the Portland metropolitan area.

Through WSC, customers can obtain personal and commercial (business) insurance, and employee benefits. Its agents have specialized knowledge of diverse insurance needs — from those of farmers or loggers, non-profit agencies, professional service providers, manufacturers, and public entities.

An independent agency representing numerous carriers, WSC partners with statewide and national organizations to leverage its buying power and provide additional cost-effective choices to clients. "Our role is not to sell policies," says partner Amy Hansen, "but to help people protect their assets. We view ourselves as counselors and advocates for our customers."

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