

perspective

ON HISTORY

A HISTORICAL
VIEW OF
SWETT & CRAWFORD GROUP

Swett & Crawford Group

A TRADITION OF UNCOMMON VISION

VISION is defined by Webster as "a perception or revelation; the ability to perceive something not actually visible, as through mental acuteness or keen foresight; the force . . . the power of imagination."

Throughout its nearly eighty years of service to the insurance industry and business community, Swett & Crawford Group has demonstrated uncommon vision directed at assessing the commercial insurance needs of U.S. companies, large and small.

As this pamphlet aptly illustrates, Swett & Crawford's success—and position as the nation's largest U.S. wholesale brokerage and general agency—is directly proportional to our ability to look ahead to what American business faces in terms of insurance risk and exposure.

As you will see, "looking ahead" transported Swett & Crawford into the era of the horseless carriage precisely at the same time the name Model T was becoming a household word. "Looking ahead" catapulted the company into serving the film industry during the heyday of Hollywood. Vision also forged the first agreements with Lloyd's of London, forming a decades-long relationship that still proves useful to thousands of our customers.

Over our long and proud history, Swett & Crawford has finely honed its capabilities to serve a myriad of burgeoning industries: aviation . . . construction . . . defense . . . steel . . . energy . . . environmental . . . professional liability.

Our commitment to the future remains the same as it did in 1914: To deliver uncommon service, value and . . .

VISION.

SWETT & CRAWFORD

W. B. Swett

C. H. Crawford

THE BEGINNING

1908



Clarence H. Crawford (l.), a Los Angeles attorney, moves to San Francisco to manage and ultimately liquidate the Pacific Surety Company.

1913

Crawford hires W.B. Swett (r.), scion of a prominent Northern California family, as an underwriter to assist him in liquidating the Pacific Surety Company.

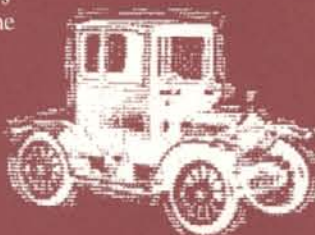


1914

Swett and Crawford open their own agency in San Francisco, W.B. Swett & Company, as a managing general agent for the International Indemnity Company, a Los Angeles-based insurance company specializing in surety and plate glass business.

1915

Swett and Crawford convince Industrial Indemnity to write automobile policies in response to the popularity of Henry Ford's assembly line production of the Model T.



1921

Swett & Crawford organize and serve as sole managing agents for their own company, Security Insurance Company of California, underwriting automobile, personal insurance, homeowner policies and other small casualty accounts.



1925

W.B. Swett & Company becomes sole underwriting manager for Pacific Indemnity Company, organized by a group of Los Angeles insurance executives with capital assets of \$3 million. W.B. Swett and Clarence G. Crawford agree to merge their Security Insurance Company business, upon renewal, into the Pacific Indemnity Company and reorganize.

1926

W.B. Swett is dropped from company name, Crawford is added, and Swett & Crawford becomes the official name.



1929

Despite the financial calamity of the stock market crash which adversely affects most businesses nationwide, Swett & Crawford continues to expand, diversify and prosper. Swett & Crawford opens a branch office in Los Angeles.

1930

Swett & Crawford writes one of the largest policies in the West Coast: an excess policy over \$1 million for Pacific Gas and Electric.



In 1930, Swett & Crawford wrote the fire, earthquake and casualty insurance on the El Cortez Apartment Hotel San Diego, Calif.

1931

Swett & Crawford opens branch offices in Seattle and Portland.

1933

Underwriter's Report, a California trade magazine, describes Swett & Crawford as the "largest agency on the West Coast."



Swett & Crawford

THE LONDON CONNECTION

1934



John C. Spencer, a Lloyd's broker with Sedgwick Collins & Co., Ltd., joins Swett & Crawford as head of the newly-created Excess and Special Hazards, ultimately known as the Lloyd's Department. Through Lloyd's, Swett & Crawford becomes the leading broker for placement of difficult coverages, specializing in motion picture production, aviation and huge construction projects.

1935

Swett & Crawford renews a \$262,500 accident and life policy for Will Rogers. In August, Will Rogers and Wiley Post die in a plane crash near Point Barrow, Alaska while on a transcontinental flight.



1936

Swett & Crawford provides riot and strike coverage for Universal Studios and cast insurance for Disney's production of "Snow White and the Seven Dwarfs," with a separate binder for Adriana Castelotti, the voice of Snow White.



1937



Swett & Crawford places \$1 million public liability and \$1 million property damage for the Golden Gate Bridge during the final phases of its course of construction.

1938



Swett & Crawford provides cast coverage, producers indemnity and negative film floaters for David O. Selznick's classic production of "Gone With The Wind."

1939

Swett & Crawford is the leading brokerage for placing huge COC risks, its engineering department having played a key role in insuring projects such as the Oakland Bay Bridge, the Hoover Dam and the Mark Hopkins Hotel in San Francisco.

1941

World War II has a dampening effect on the construction business. Swett & Crawford shifts priorities to steel companies, aviation sub-contractors and defense contractors, such as McDonnell Douglas and Lockheed.

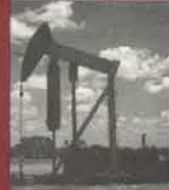


During Hollywood's golden years, Swett & Crawford insured many of its brightest stars including Lucille Ball, Bing Crosby and Marlene Dietrich.

Swett & Crawford INSURANCE

ACQUISITIONS AND GROWTH

1946 As the nation recovers, Swett & Crawford prospers, providing insurance coverages for hydroelectric dams, industrial complexes, offshore oil drilling fleets and hull coverage for Lockheed's emerging passenger aircraft construction.



1956 Swett & Crawford opens offices in Atlanta, Dallas and Phoenix.

1958 Pacific Indemnity buys back underwriting contract from Swett & Crawford. To focus solely on surplus lines, a group of Lloyd's Department managers and employees form a new organization with an existing surplus lines book totaling \$15 million in annual premiums.

1960 Swett & Crawford's acquisition of the Harbor Insurance Company enables S&C to function once again as general agents—this time with its own insurance company to underwrite a percentage of the domestic risks.



Swett & Crawford's Atlanta branch office provided the coverage on Elvis Presley's solid gold 1960 Fleetwood Cadillac limousine.

1969 Swett & Crawford purchases Leslie H. Cook to serve as its Chicago headquarters for the Midwest Region. Unionamerica, Inc., acquires Swett & Crawford and its subsidiaries providing S&C with additional capital.



Swett & Crawford wrote the Accidental Death & Dismemberment policy for the employees of Coca-Cola.

1970 Swett & Crawford purchases Buffalo Insurance Company, an inactive New York firm, reactivates it as a vehicle for treaty and facultative reinsurance, and renames it: Unionamerica Reinsurance Company.

1971 Swett & Crawford organizes Unionamerica Insurance Company Limited of Great Britain and Unionamerica Management Company, Ltd., both in London.

1973 Reinsurance Facilities Corporation is formed with Mac W. Henderson as President. S&C's Midwest Region includes branch offices in Kansas City, Missouri, and Columbus, Ohio.

1974 W.F.W. Fellows (r.) becomes President of Swett & Crawford.



1975 The Insurance Group expands its operations to Eastern Canada and forms Swett Insurance Agency, Ltd. in Toronto. Swett & Crawford opens an office in Greenwich, Connecticut to service its business in Canada.



This building on Wilshire Boulevard in Los Angeles was Swett & Crawford's home from 1972 until 1984.

1976 The Continental Insurance Corporation acquires Swett & Crawford and its subsidiaries for \$25 million in cash and an additional infusion of \$25 million in capital for the Harbor.

1977 Swett & Crawford, Harbor, Buffalo Reinsurance and RFC emerge with a new name and corporate identity: Swett & Crawford Group.



Swett & Crawford was the leading surplus lines broker for all major railroads during the mid-60s until the late 70s.

Swett & Crawford Group

THE NEW SWETT & CRAWFORD GROUP

1980 W.F.W. Fellows retires as President of Swett & Crawford Group and is succeeded by Mac W. Henderson (l.).



1981 The Group forms Swett & Crawford Management Co., Inc. to provide underwriting facilities to Swett & Crawford brokers on an exclusive basis and to act as underwriting manager for the Harbor. With its reputation as a large risk broker firmly established, the Group provides coverages for COC, D&O, E&O, excess liability and umbrella, and takes the lead in the new environmental impairment liabilities market.

1983 The St. Paul Companies acquire Swett & Crawford, RFC, Swett & Crawford Management Co., Inc., and Appleton & Cox for \$35 million. This acquisition, along with the earlier purchases of John H. Crowther, Inc., IWest Insurance Managers, Dana Roehrig & Associates, and Montgomery General Agency enables the St. Paul to develop, maintain and promote a new and greatly expanded national wholesale organization.



IWest Insurance Managers came aboard in 1982. Specializing in Public Entity business, they provide umbrella coverages for school buses in over 2,000 school districts.



The addition of Montgomery General Agency brought the Group specialists in liquor law liability including taverns and bars.



Also joining the fold was John H. Crowther, Inc., who found success in writing products liability including coverage for pacemakers.



Dana Roehrig & Associates is Florida's oldest excess and surplus lines firm. During its early years, the firm wrote liability coverage for carnivals, including equipment such as this ferris wheel.



1985 The St. Paul combines its wholesale brokerages, National Insurance Wholesalers (NIW) and Swett & Crawford, into the nationally-known Swett & Crawford Group. Joseph L. Fox (l.) is appointed President.



1986 Business Insurance names Swett & Crawford Group the nation's top wholesale brokerage. The Group purchases Fort Hill Insurance Agency in New England.



Joining Swett & Crawford Group in 1986, Fort Hill Agency's general lines include long-haul trucking and logging coverages.

1987 Swett & Crawford Group acquires Robert S. Martin Corp. in Michigan.

1988 Swett University is created as a national training and continuing education program for employees.



Swett University
The St. Paul acquires Minet Holdings PLC, an international London-based insurance brokerage, and consolidates Bowes & Company, a Minet subsidiary, with Swett & Crawford Group.

Warren Stanley (r.) succeeds Joseph Fox as President and Chief Executive Officer of Swett & Crawford Group.



Swett & Crawford Group

LOOKING TO THE 21ST CENTURY

1989 Swett & Crawford Group celebrates 75 years of achievement and distinction as the leading wholesale insurance brokerage. As a unit of Minet Specialty Management, Swett & Crawford Group is now an integral part of the 7th largest insurance brokerage in the world.



1990 Swett Insurance Managers (SIM), a general agency operation, is created to develop and expand underwriting activities and authorities.



1991 Swett & Crawford Group's premium volume totals \$527 million; revenue increases by more than 13 percent per employee. Company expands product strengths, including capacity for liability coverages in the construction and energy industries and leadership in the areas of directors and officers liability. Offices in California, Florida, New England, the Northwest, Texas, and Illinois are expanded to meet developing customer base. Company has 30 offices in 25 states. As a part of its internal consolidation, Swett & Crawford installs a new centralized data processing center in its Stockton, California office.



Swett & Crawford got the jump on its competition in designing one of the first liability programs to cover bungee jumping operators and participants in this dare-devil sport.

streamlining service to customers and payments to carriers.

1992 Business Insurance names Swett & Crawford the number one wholesaler in the United States.



The Los Angeles Casualty branch provided coverage for the America's Cup Finals held in San Diego in 1992.



Swett & Crawford supplied Yosemite National Park in California with environmental impairment liability.



Swett & Crawford placed primary liability insurance for the 1992 Democratic National Convention at New York's Madison Square Garden.

2014 Swett & Crawford celebrates 100th anniversary.

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