

Risk Solutions
for the Road Ahead



SINCE OUR FOUNDING IN 1939, CANAL INSURANCE COMPANY
HAS MAINTAINED A STRONG PARTNERSHIP AND SENSE OF FAMILY AMONG
EMPLOYEES, AGENTS, AND INDEPENDENT ASSOCIATES.

IT GOES BEYOND THE BUSINESS. THERE IS AN AURA OF WARMTH AND
FRIENDSHIP THAT NO EXECUTIVE FIAT COULD CREATE. CANAL'S
PEOPLE ARE GUIDED BY AN UNWRITTEN SPIRIT OF
INTEGRITY, DEPENDABILITY, TRUST, LOYALTY, AND CARING
WHICH EMANATE FROM ITS OWNERS.

KNOWN AS "THE CANAL WAY," WE USE KNOWLEDGE,
MAINTAIN AWARENESS, AND APPLY GOOD JUDGEMENT - - EARNING
THE REPUTATION THAT CANAL WILL "ALWAYS BE THERE." WE
CELEBRATE OUR HISTORY AND TRADITION, YET LISTEN TO NEW
IDEAS AND EMBRACE THE FUTURE. AS WE GROW AND MAKE CHANGES
TO ACCOMMODATE THE FUTURE, OUR VALUES REMAIN CONSTANT;
THEY WILL NOT CHANGE, FOR THEY HAVE BEEN TESTED.

WE WILL ALWAYS OPERATE AT A HIGH LEVEL OF TRUST AND
PROVIDE GREAT VALUE FOR OUR INSURED, AGENTS, EMPLOYEES
AND FRIENDS. THESE ARE OUR PRINCIPLES - OUR WAY OF LIFE.

FOR ALL WHO COME THROUGH OUR DOORS, IT IS ... "THE CANAL WAY."

Written by Canal Employees and presented at Canal's 60th Anniversary Celebration