



Lee Koehler

Regional President

SIAA's Northwest & West Territory

Joined SIAA in 1999



Lee is the regional president for 14 western states in SIAA's Northwest-West territory.

Lee started in the insurance industry in January, 1980 as an independent claims adjuster at GAB Business Services, and then worked for Grange Insurance Association in Seattle as a marketing representative, regional manager, and director of marketing. He then became the director of Mayflower Brokerage.

In the spring of 1999, SIAA was continuing to expand. Lee wanted to help small agents grow, gain access to personal, commercial and farm lines. Lee learned the SIAA master agency model and built master agencies, creating an extensive network in the northwest. The first states to develop master agencies with SIAA included Washington (WA), Oregon, Idaho, Montana, Wyoming, Colorado, and Utah. Later, Lee built master agencies in Nebraska, North Dakota, South Dakota, Iowa, Minnesota, and then California.

SIAA's Northwest-West territory now has grown to over \$1 billion of in-force premiums. Lee holds three professional insurance licenses: CIC, CPCU, and Surplus Lines Broker. He also has a Bachelor of Business Administration in Marketing/Marketing Management from Eastern Washington University, in Cheney, WA.

Outside of work, Lee enjoys spending time with his family, travel, fishing, and running the family wheat farm in eastern Washington. Lee and his wife, Debbie, have three adult children, and live in Redmond, WA.