

Shared **Values** and History

Our Customers: Giustina Land & Timber Co.



About Giustina Land & Timber Co.

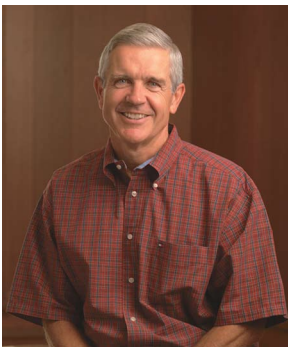
When your company's been around since the 1930s, you're bound to learn a few things along the way. An emphasis on customer care, and the ability to evolve to be responsive to market needs, have been instrumental in Giustina's success.

Today, Giustina Land & Timber Co. operates from the west Eugene site that boasted sawmill, veneer, and plywood plants during the glory days of the Oregon timber industry. Now, instead of a focus on finished timber products, Giustina manages its properties for a wide variety of uses. From managing its sustained yield forestlands to its commercial warehouse property, the company has evolved with the times and market demands and emerged as a respected business leader.

From the beginning, Giustina has relied on PacificSource—known at the time as Pacific Hospital Association—to provide health insurance for its workforce. Early in its operations, that meant offering services to the logging crews and millworkers who worked for the company. Today, it means that PacificSource meets the health insurance needs of Giustina's forestry, administrative, and management staff.

Giustina and PacificSource's shared history is an asset for them both; there's a lot to be said for choosing a partner with the same values and history. Still, the economics have to make sense to ensure a long-lived relationship. And like any smart customer, Giustina has shopped around for insurance. "But we always come back to PacificSource," says Larry Giustina, partner. "To be honest, I don't think it makes sense to switch. We find that what we get from PacificSource is definitely worth it. The coverage is better and the simplicity of working with them is hard to beat."

"The rates at PacificSource aren't the cheapest, but we always wanted a high quality plan with a broad spectrum of services. They've been able to offer that consistently," Larry explains. "And we put value on the benefit of service." Larry points to PacificSource's nonprofit status and strong Northwest loyalties as further evidence that Giustina has made a good choice. "There's a demonstrably higher focus on care and doing what's right at PacificSource."



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Larry Giustina
Partner

Giustina Land & Timber Co.



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Boise: 208.342.3709 • 888.492.2875
Coeur d'Alene: 208.665.7976 • 800.688.5008
Idaho Falls: 208.522.1360 • 800.688.5008