

Logan Aguirre



Logan Aguirre is Publisher/Owner of Whitaker Publishing, a regional lifestyle publisher that produces 417 Magazine, 417 Home, 417 Bride and Biz 417 in southwest Missouri. Logan's parents bought the magazine in 2001 and she joined the business in 2006 after a career in New York and St. Louis in marketing and public relations. At 417 she has served in roles in sales, marketing and events, eventually becoming Associate Publisher, then President before purchasing the business from her parents Joan and Gary Whitaker, in September 2020.

Logan graduated Magna Cum Laude from the University of Missouri School of Journalism. She is a Past Chairman of the Board of the Springfield Area Chamber of Commerce and currently serves on the national board for the City Regional Magazine Association and is active on the Friends of SPS Steering Committee. Other past board experience includes Junior League of Springfield, Springfield Business Development Corporation, Springfield Convention and Visitors Bureau Board, Foundation for Springfield Public Schools Advisory Board, Care to Learn Advisory Board, Lost & Found Grief Center Junior Board and CoxHealth Young Professionals Advisory Council. She is a graduate of Leadership Springfield Class 31. In 2017 Folio: Magazine named her a Top Women in Media in the Corporate Visionaries category and she is a 2008 Springfield Business Journal 40 Under 40.

A natural born storyteller, Logan is a sought after speaker and emcee. She pulls from past experiences to inspire and delight audiences on topics ranging from leadership lessons in her talk "I Learned from the Worst" to pro networking tips in her talk "Never Talk to Strangers." Her experience ranges from emceeing Go Red for Women for the American Heart Association, serving as a panel moderator and conducting one-on-one interviews to speaking at the national conference for the Great Game of Business.

Logan is married to her husband of 17 years Dave Aguirre, and together they have a daughter Lucy, 13, and a son Cruz, 10 who attend St. Agnes. When not cheering for her kids on a stage or a field, you can find her in hot yoga classes or on a boat with her family at Table Rock Lake.