



Logan Aguirre

Logan Aguirre is the Publisher and Owner of Four One Seven, the leading regional media company in southwest Missouri that produces 417 Magazine and Biz 417.



Under her leadership Four One Seven has undergone a full rebrand and redesign, launched new products like Think Summit, Ladies Who Launch, Remarkable women’s public speaking program and The Legacy Network while also being recognized as a Great Game of Business All Star five years running and a Springfield Chamber Small Business of the Year winner in 2025.

Logan is deeply committed to 417’s mission of “Shining a Light” and is an active community leader. She currently serves on the board for CoxHealth and Four States Bank, is a member of the Rotary Club of Springfield Southeast and previously served as Chairman of the Springfield Area Chamber of Commerce.

Logan is a graduate of Mizzou’s journalism school, she’s married to her husband of 20 years Dave and together they have a daughter Lucy and a son Cruz. When not cheering for her kids, you can find her in hot yoga classes or on a boat with her family at Table Rock Lake.

