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FOR IMMEDIATE RELEASE

Professional Insurance Communicators of America, Inc. Announces Annual Workshop

Indianapolis, IN/February 4, 2008 – Registration is open for the Professional Insurance Communicators of America Inc. annual workshop to be held at the Mayflower Park Hotel in Seattle, Wa., April 14-16, 2008.

As in years past, this year's workshop will provide attendees with a unique program designed to enhance the skills that are essential to any communicator in the insurance industry. Whether your audience includes agents, policyholders, investors, members of the community, employees or any combination of these audiences, PICA's annual workshop will help enhance the skills you use everyday to effectively convey your messages.

PICA provides you with experts in a variety of fields to ensure your time is well spent. Speakers this year include:

Gerald P. Schmidt, CPCU, President, Mutual of Enumclaw Insurance Co., Enumclaw, Wa. [Industry Update.](#)

Learn more about what is going on in the insurance industry right now, discover what trends and issues are on the horizon and get more information about what you'll need to know as an industry communicator in the coming months. Immediate Past President of the National Association of Mutual Insurance Companies, Schmidt is an industry expert with special insight into the most current issues affecting insurance companies.

Lynne Gaertner-Johnston, Founder and Business Writing Expert, [Syntax Training.](#)

Master Your Message. In this session, enhance your writing skills. Recognize how to get results in email, determine what your varied readers need and how to provide it, plan and write *any* document using a simple strategy, and accentuate the positive, even when the message is negative. Get solutions to your writing challenges, and take away tips and tools.

[Unexpected Productions.](#)

Improvisation in Business. Kick up your creativity, enhance your brainstorming abilities, increase your spontaneity and find ways to boost the interest of your everyday publications. Work with improvisational performers in group exercises and games that will bring the bang back into your writing routines!

Stephen Garfield, Director of Corporate Account Management, [Copyright Clearance Center.](#)

Mysteries of Copyright Explained. Is citing a source enough to allow a quote or reprint? Do you have permission to reproduce articles for your publications or company Web site? Learn about the practices you can follow to protect your company and abide by the law.

This year's conference also allows you to exchange ideas in an open forum, talk to other communicators about the best way to tackle your projects, and most of all, have fun while you're learning.

For cost, registration and hotel information, visit www.pro-ins-coa.org.

About PICA, Inc.

PICA, Inc. is a unique organization of insurance industry communicators dedicated to the continuing education and professional development of its members and the positive promotion of the insurance industry to its many audiences. PICA is also dedicated to providing educational tools to insurance communicators to help increase professionalism and sharpen skills.

PICA was founded in 1954 by a group of insurance company editors meeting at the annual convention of the National Association of Mutual Insurance Companies to provide educational and networking resource specifically targeted to property/casualty insurance communicators. In 2007, PICA, Inc. was incorporated to continue the tradition of learning from each other and providing ways for communicators of all levels of expertise to enhance their professional skills.

For more information about PICA, please contact Janet Wright pica.jan@sbcglobal.net.