



FOR IMMEDIATE RELEASE:

2009 Annual Workshop - Tune Up Your Skills With Our Expert Speakers

Indianapolis, IN/ February 12, 2009 – In these tough economic times, the 2009 PICA Workshop for Insurance Communicators offers exceptional value for professionals and their organizations looking to improve their communications.

Join PICA in **Austin, Texas, April 27-29, 2009** for the 55th Annual PICA Workshop headquartered at the Hilton Garden Inn (512-480-8181) in downtown Austin. Insurance communicators share ideas, learn about current industry trends, acquire tips on writing effectively and experience a variety of speakers who will sharpen your skills, while taking in all that the Live Music Capital of the World[®] has to offer.

This year's workshop kicks-off with a look at issues and trends affecting the insurance industry from **Glen Cryan**, COO, and **Beverly Messer**, VP, the National Alliance for Insurance Education & Research.

Although "branding" might be a natural topic in Texas, we're not talking about branding a steer! Instead, attendees will learn what makes a good brand and how consistency in brand application adds to your company's success with **John Males**, President of Fathom Corporate Training.

How is writing for the Web different from writing newsletters or product brochures? **Dr. Homero Gil de Zuniga** of the University of Texas will clarify these points and offer further tips on effective writing in the electronic age.

Looking for ways to make your photography more interesting? After all, how many variations of the old "grip and grin" can there be? Presenting new and innovative ways to make your photographs more interesting is **Rick Patrick** of Rick Patrick Photography. Rick's impressive list of clients includes *Better Homes and Gardens, Texas Highways, The New York Times* and IBM.

More information about this year's program is available at www.pro-ins-coa.org or at PICA–Connect (www.pica-connect.blogspot.com) an interactive blog providing regular updates and the opportunity to share your feedback. A great workshop full of interesting material from top professionals in an exciting location – for just \$500 – makes PICA the smart choice for insurance communicators looking to get the most of their training dollar. PICA will also host several optional activities for attendees to get you into the spirit of this entertaining and energizing city.

About PICA, Inc.

Professional Insurance Communicators of America – 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 Kirsten Ampaugh, kirsten_ampaugh@cinfin.com or call 513-870-2188.