



FOR IMMEDIATE RELEASE:

Improve Your Communication With Professional Insurance Communicators of America

Indianapolis, IN/May 15, 2007 -- Professional Insurance Communicators of America (PICA) offers professional development and technical education to insurance communicators in historical Charleston, South Carolina, June 11-13. The 53rd Annual PICA Workshop takes place at the Renaissance Charleston Hotel Historic District, Charleston, S.C.

Insurance communicators share ideas, learn about current industry trends and news, acquire tips on writing and designing more effectively and experience a variety of speakers with a wealth of information, while taking in all that the city of Charleston has to offer.

This year, PICA is proud to welcome **John McDermott**, Business Editor, Charleston Post & Courier; **Cybil Gilmore**, Business Continuity Manager, Grange Insurance; **Allison Dean Love**, Executive Director, South Carolina Insurance News Service; and **Mark Towers**, Founder, Speakout Seminars, LLC.

To learn more about the conference and register online, please visit www.pro-ins-coa.org.

About PICA

PICA 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. These editors were frustrated by the lack of an educational and networking resource specifically targeted to property/casualty insurance communicators. PICA was born of their need to learn from each other and provide ways for communicators of all levels of expertise to enhance their professional skills.

For more information about PICA, please contact Janet Wright, 317-875-5250 or jwright@namic.org.

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