



CONTACTS:

Kirsten Amspaugh, 513-870-2188
Patrick Faherty, 614-445-3120
Julie Gibson, 515-282-9104, Ext. 371

FOR IMMEDIATE RELEASE

PICA Announces New Leadership and Renovated Web Site

INDIANAPOLIS, IN/June 19, 2008 – Professional Insurance Communicators of America, Inc. (PICA) welcomes two new members to its board of directors and unveils a redesign of its Web site, enhancing ease of use and greater emphasis on member interaction:

Becky Marshall, communications and public affairs manager of Brethren Mutual Insurance Company, Hagerstown, MD, assumes the role of secretary of the organization.

Carol LeMay Watson, director of marketing and communications, Independent Insurance Agents of Indiana, IN, joins the board as director.

Other members of PICA's board of directors include:

Kirsten Amspaugh, chairman, is a senior communications analyst for The Cincinnati Insurance Companies, Cincinnati, OH.

Patrick Faherty, vice chairman, is the public relations manager for Grange Insurance, Columbus, OH.

Julie Gibson, treasurer, is the agency services coordinator for Farmers Mutual Hail Insurance Company, Des Moines, IA.

PICA Officers, in addition to those serving as directors include:

Gregg Dykstra, vice president of accounting, is chief administrative officer/general counsel for the National Association of Mutual Insurance Companies, Indianapolis, IN.

Janet Wright, who retired in 2006 from a rewarding career with NAMIC, continues her service in PICA as assistant secretary and treasurer.

PICA's Web Site: Redesigned Resource for Insurance Communicators

PICA's Web site, www.pro-ins-coa.org, has been redesigned to be more user-friendly to members and visitors alike. Streamlined to present the most important information up front and easily accessed and updated, the site also features PICA's blog, PICA-Connect.

Created to fulfill PICA's key mission of providing a networking resource for insurance industry communicators, the blog features current information about the organization's activities, articles provided by recent PICA Workshop speakers and other communications professionals and most importantly, an opportunity for communicators to share concerns, experiences and solutions online. Since its inception, PICA has held the conviction that members derive the most benefit when they share knowledge with others who fill similar roles and experience common challenges. The blog provides a unique forum for this process. Visit www.pro-ins-coa.org to explore the new features of PICA's site and try out PICA-Connect.

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 an 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.