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**PICA Hosts Another Successful Workshop and Unveils New Services for Members**

Indianapolis, IN/June 26, 2007 – Professional Insurance Communicators of America (PICA) hosted its 53<sup>rd</sup> Annual Workshop on June 11-13, 2007, in Charleston, SC. In addition to the ideal setting in the city's Historic District, insurance communicators from all over the country met to learn about business continuity, working with the media and improving personal performance. Speakers included experts from Grange Insurance, the South Carolina Insurance News Service and Speakout Seminars, LLC. In addition, attendees exchanged ideas during group exercises and discussions.

**PICA Increases the Value of Membership**

PICA continues to grow and change to meet the needs of its increasing membership. Recently, PICA created an online Open Forum feature for members. The forum – called *PICA Connect!* – is readily available online, allowing members to post work-related questions and make recommendations.

This private forum allows members to interact with fellow communications professionals and exchange ideas about how to successfully start new projects, tackle time management challenges, create communication plans and more. By exchanging experiences, members can decide what methods might work best within their companies.

**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. Frustrated by the lack of an educational and networking resource specifically targeted to property/casualty insurance communicators, these editors formed PICA 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 visit [www.pro-ins-coa.org](http://www.pro-ins-coa.org) or contact Janet Wright, 317-875-5250 or [jwright@namic.org](mailto:jwright@namic.org).