



FOR IMMEDIATE RELEASE:

2009 Annual Workshop - Tune Up Your Skills and Make Your Communications Sing

Indianapolis, IN/ October 29, 2008 – Professional Insurance Communicators of America, Inc. offers professional development and technical information to insurance communicators. Join PICA in Austin, Texas, April 27-29, 2009 for the 55th Annual PICA Workshop. Headquarters for the workshop will be the Hilton Garden Inn (512-480-8181) located in downtown Austin.

Insurance communicators share ideas, learn about current industry trends and news, 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, PICA welcomes experts on branding, writing for the Web, event planning and marketing, industry information and photography. PICA will also host several optional activities for attendees to get you into the spirit of this entertaining and energizing city.

To learn more about PICA or to register for the conference, please visit www.pro-ins-coa.org. You may also visit PICA – Connect, an interactive blog providing regular updates and the opportunity to share your feedback, www.pica-connect.blogspot.com.

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 resources specifically targeted to property/casualty insurance communicators. In 2007, PICA 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 e-mail Kirsten Amspaugh at kirsten_amspaugh@cinfin.com or call 513-870-2188.