



Contacts:

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

FOR IMMEDIATE RELEASE

Professional Insurance Communicators of America Incorporates

Indianapolis, IN/November 29, 2007 – Professional Insurance Communicators of America (PICA) has incorporated and continues to receive support and leadership from industry associates and familiar faces.

In an effort to provide members and workshop attendees enhanced service and resources, Professional Insurance Communicators of America has elected to become a self-sufficient legal entity, Professional Insurance Communicators of America, Inc. With the volunteer Board of Directors absorbing additional responsibility, expenses previously used to support the organization will be dramatically reduced. This allows even more membership dollars to go into planning and providing a superior annual conference, acquiring quality guest speakers and increasing membership.

The National Association of Mutual Insurance Companies continues to provide some fee-based services and support. NAMIC has been instrumental in providing legal counsel and start-up assistance to PICA, in an effort to continue the tradition of providing NAMIC members with educational opportunities for insurance communicators. NAMIC has served as the parent organization to PICA for 54 years.

PICA, Inc. is pleased to announce its 2008 Board of Directors:

Kirsten Amspaugh, Chairman –	Senior Communications Analyst for The Cincinnati Insurance Companies, Fairfield, Ohio
Patrick Faherty, Vice Chairman –	Public Relations Manager for Grange Insurance, Columbus, Ohio
Julie Gibson, Secretary & Treasurer –	Agency Services Coordinator for Farmers Mutual Hail Insurance Company of Iowa, West Des Moines, Iowa
Janet Wright, Asst. Secretary & Treasurer –	Formerly Publication Manager for NAMIC and recently retired, Janet continues her support of PICA, Inc. through her new Board of Directors position.

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 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 visit www.pro-ins-coa.org or contact Janet Wright pica.jan@sbcglobal.net.