

The IEA looks to help insurance professionals boost their writing skills, *Property Casualty 360, Ft. Louie Castoria*

Louie Castoria, partner and chair emeritus of KD's Professional Liability practice group, was quoted in an article by Denny Jacob which was published in Property Casualty 360 on August 9, 2019.

For over 145 years, IEA has provided professional education by practicing professionals.

To an outsider, writing may not seem to play a large role in insurance, but those in the industry know it is fundamental to anything related to insurance. Even as the industry is increasingly digitized, every job still requires writing skills, and many jobs incorporate writing in their daily activities; for example, when a claims report is recorded or when the reasons for the calculation of a premium are listed.

Like any other skill, improving writing ability requires practice. The opportunity for insurance industry professionals to bolster their writing skills has never been easier thanks to the Insurance Educational Association's (IEA) mission to continue educational opportunities for those in the insurance industry.

As a nonprofit, IEA serves more than 5,000 students annually with more than 300 online instructor-led courses, classroom educational services, seminars and customized in-house programs that focus on the insurance, risk management, disability and absence management industry.

A unique kind of training

For more than 145 years, IEA has provided professional education by practicing professionals. Traditional subjects of training are aligned with designations relevant to property & casualty, such as the CPCU and ARM.

Louie H. Castoria, a partner at Kaufman Dolowich Voluck LLP, as well as chairman emeritus of the board of directors of the IEA, says the program has "been a pet project of mine for years." He adds that as chairman, he heard that what insurance companies, brokerage firms and risk managers wanted to see taught were more writing skills.