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## Colorado PRSA Names Ken Ross Business Person of the Year

### *Pinnacol CEO cited for his communication skills*

**DENVER, May 7, 2010** – Ken Ross, president and CEO of Pinnacol Assurance, has been named the 2010 Colorado Business Person of the Year by the Colorado chapter of the Public Relations Society of America (PRSA).

The award, which has been given annually since 1990, recognizes a business leader of a Colorado-based company or organization who demonstrates respect for and appreciation of the function of public relations and who actively supports and/or originates creative, ethical and community-responsive public relations programming.

Ross received his award at the annual PRSA Gold Pick Awards ceremony on May 6 at the Marriot City Center in downtown Denver.

Those who nominated Ross cited his ability to communicate with, persuade, and inspire those around him as well as his understanding of the role of public relations in achieving a company's strategic goals.

"I am honored to be recognized by the Colorado PRSA chapter," said Ross. "Managing the public's perception of your company and having an open flow of communication is essential to a company's success and I have the highest respect for those in the public relations field who help CEOs like myself manage those perceptions."

#### **About Pinnacol Assurance**

Pinnacol Assurance is Colorado's leading provider of workers' compensation insurance. Pinnacol provides comprehensive, competitively priced coverage; immediate attention to claims; a highly qualified network of medical providers; and proactive safety programs to approximately 55,000 Colorado businesses. Over the past five years, Pinnacol has returned \$347 million in general dividends to its policyholders statewide — a mark of the company's stable and strong financial health. For more information, visit [www.pinnacol.com](http://www.pinnacol.com).