



Painting and Decorating Contractors of America
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Your “Partner In Profit”

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**The Painting and Decorating Contractors of America (PDCA)
Today Launched Contractor College**

(St. Louis, MO – February 1, 2006) –

The Painting and Decorating Contractors of America (PDCA) Today Launched **Contractor College**, the premier technical and business education program for contractors.

It takes a lot to make a business thrive in today's climate. Advancing technology, new product development and use, insurance requirements, tax regulations, air quality and paint disposal are just a few of the complex issues facing contractors. And, with every passing day, competition gets even more ferocious. Even customers expect more today than they did yesterday. The only way to stay ahead is through “learning,” which most agree is a lifelong pursuit in today's information age.

A leading source for education in the painting and decorating industry is **Contractor College**, sponsored by the Painting and Decorating Contractors of America, the only trade association representing painting and decorating contractors in North America.

Contractor College is announced as the end-all, be-all for contractor education. The contractor experience, cost and choice is up to the individual contractor . . . take courses just to “learn” . . . take courses and receive a certificate of completion . . . take courses to attain Residential Contractor Accreditation.

The PDCA Education Program puts contractors in the driver's seat. Education modules are available on-line, at the Paint & Coatings Expo (PACE), and through participating PDCA Councils, Chapters and Forums.

PDCA's new education program is not composed of anecdotal, storytelling information exchanges from contractor to contractor. PDCA's education is focused on factual presentations based on sound and well-documented principles of technology and business practices.

PDCA will use the education program to assist contractors to get the valuable information they need and also as a public demonstration of the “discipline” of paint contracting. Customers have many choices in selecting a paint contractor, but not all contractors are equal. PDCA will make the case PDCA contractors are a “cut above.”

Learn. Excel. Succeed. To learn more about Contractor College please visit www.pdca.org.

PDCA, founded in 1884, represents the interests of professional painting and decorating contractors nationwide. Among the most prominent objectives of PDCA are the enhancement and further development of the painting and decorating profession and industry.

Today, PDCA represents the interests of over 5,000 owners and top-flight managers from nearly 3,000 painting and decorating firms across the U.S. and Canada.

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