



**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 Their Total Business System For All Painting & Decorating Contractors - PDCA’s PASSPORT**

(St. Louis, MO – February 1, 2006) –

The Painting and Decorating Contractors of America (PDCA) Today Launched **PASSPORT**, The Total Business System For All Painting and Decorating Contractors.

PDCA’s **PASSPORT** Program is designed as a comprehensive guide and on-line tool to unveil in-depth information and practical knowledge about how to operate a successful painting and decorating contracting business. It includes step-by-step approaches to business systems, as well as services to assist members with sales, marketing and other business operations functions. **PASSPORT** is geared to save members time and money, as well as adding to their bottom line. Included within **PASSPORT** is a host of product and service providers offering critical business services exclusive to PDCA members and at significantly reduced rates and terms.

“Some contractors invest \$30,000 - \$50,000 to purchase a franchise to enter this industry. PDCA now provides the same services and experience for the price of PDCA membership,” said Dr. Ian Horen, PDCA’s CEO. Dr. Horen continued to say, “It is very clear that our members are incredible technicians and talented craftsmen, but they do not always have the business acumen to be as successful as they would like in a highly competitive environment. What we have done is provide the tools, the training and the education to make them better business people and we have packaged it in such a way, so as to easily incorporate PDCA information and tools into their businesses.”

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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