



Painting and Decorating Contractors of America
1801 Park 270 Drive, Suite 220 – St. Louis, MO 63146
Ph: 800-332-7322 Fax: 314-514-9417 www.pdca.org

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Press Contact: Richard Bright
PDCA Communications Director
Tel: (800) 332-7322
<http://www.pdca.org>
Email: rbright@pdca.org

PDCA Receives Second \$100,000 Pledge to Education from Benjamin Moore & Co.

(ST. LOUIS – March 15, 2007) – The PDCA received the second of three pledges from **Benjamin Moore & Co.** to support the PDCA Education plan at the highest level with its \$100,000 contribution for 2007.

In accepting this pledge, Dr. Ian R. Horen, CAE, PDCA CEO stated, “**Benjamin Moore** continues to be a critical financial supporter of PDCA at all its constituent levels. But, this continued commitment will enable painting and decorating contractors to achieve a level of public recognition that has only been dreamed about until now. Every paint contractor in the U.S. will benefit immensely from this financial support; it is an action emblematic of a company that has established a true partnership with paint contractors.”

“**Benjamin Moore** is committed to PDCA, and dedicated to the professional development of the painting and decorating contractor through education,” noted John Lanzillotti, Director of Professional Customer Segments for **Benjamin Moore** and this year’s PDCA National Associate of The Year Award Winner. “The company is proud to fund the outstanding educational work of the PDCA and to continue its financial support for these programs in 2007.”

Benjamin Moore is widely accepted by paint contractors as the premium brand in the architectural coatings category. **Benjamin Moore** is committed to the contractor marketplace and its renowned reputation of standing behind all of its products is heralded by contractors.

Benjamin Moore has a long history of supporting the PDCA at all levels with generous contributions. Aside from its participation at the highest level at PACE, **Benjamin Moore** solely funds the PDCA/SSPC Annual Auction at PACE. In addition, **Benjamin Moore** is the largest purchaser of PDCA publications in order to support education in the industry.

Well known to contractors at the PDCA Forum, Council and Chapter levels, **Benjamin Moore** also annually supports over 100 events for professionals. **Benjamin Moore** fully funded the whirlwind education tour, titled “Be-A-Better Pro” which brings business education directly to contractors in eight major markets. While PDCA’s Contractor College provided the education to over 2000 contractors through these events, Benjamin Moore enabled one lucky Contractor at each location to win a fully equipped contractor van.

Dave Siegner, PDCA President summed up PDCA's thanks by saying, "**Benjamin Moore** is a consistently reliable business ally of contractors, and that is clearly evident based on their extraordinary support of PDCA. The Be-A-Better Pro Events are a perfect example of manufacturer and association working hand in hand to not only recognize but to educate the professional painting and decorating contractor. All contractors should be grateful for this incredible commitment by an incredible company!"

Known for the exceptional quality of its paint products and service, **Benjamin Moore** is also widely known for its extensive investment in research and product innovation. Because of its long history and technological advances in coatings, **Benjamin Moore** was selected by *The History Channel*, to be the featured paint manufacturer on its "Modern Marvels: Paint" documentary which debuted in April 2005 and continues to air on that network.

Additionally, **Benjamin Moore Paints** was named by *House & Garden* magazine as "Best of the Best Paint" two years in a row – 2004 and 2005 – and named again by *House & Garden* in its Designers' Best 07 based on its survey of interior designers throughout the U.S.

Benjamin Moore & Co., a Berkshire Hathaway company, was founded in 1883. One of the country's leading manufacturers of premium quality residential, commercial and industrial maintenance coatings, its products are distributed through a network of independent paint and decorating retailers located throughout North America.

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