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Contact: Erika Duelge
(262) 547-8000
erika.duelge@avicomdirect.com

BUILDING ADVANTAGE DEVELOPS EDUCATIONAL TOOL ON CAREER IN THE TRADES

Brookfield, Wis. (April 21, 2008) – Building Advantage, an initiative to promote the benefits of union construction and create awareness that labor and management collaboration is strengthening the industry, has developed an interactive CD as an educational tool for use in many platforms.

John Topp, Building Advantage acting executive director, is very proud of the interactive CD as he feels it will answer almost every question a potential construction apprentice could have. "It not only offers insight into the benefits, wages and pensions union construction offers, but you get to hear from real men and women shedding light on their typical day and job responsibilities," Topp said.

Most recently, the interactive CD was handed out at the Union Construction Career Fair on March 18, 2008. It was given to the 600+ students in attendance and was also handed out to the instructors for use in the classroom. When the instructors were shown the interactive CD at the fair they were excited to have an all-encompassing educational tool that will help show the students a world that often times a classroom can't do justice.

"Since we completed this educational tool we have already distributed over 2,000 interactive CDs," Topp added. "It shows that there was a need for a resource like this in the educational system and for people curious about getting into the trades."

The interactive CD's can be ordered online in the *careers section* at www.buildingadvantage.org, and are free for instructors and individuals interested in a career in the trades.

Building Advantage is an initiative to promote the benefits of union construction and create awareness that union labor is the best choice in the construction industry. Our contractors and trades people represent a higher standard of excellence. Through exceptional training and continuing education, our people are the best in the business. This contributes to our exceptional safety record, allowing our workforce to dedicate themselves to the highest quality construction practices. Building Advantage also strives to mirror the demographics of our community, which means we actively recruit, hire and train employees that are typically underrepresented in other industries. With exceptional benefits and wages for all of our workers, we help each employee achieve a higher quality of life.

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