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Monterey, CA

Speaker's City, State

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United States

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Country

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### PCA MISSION STATEMENT

The Painting Contractors Association serves the coating and wall covering industry with standards, education, training, advocacy, and best practices essential to member success.

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### SPEAKER BIO

Juan Vasquez is the co-owner of Illusions Painting Inc. Located in beautiful Monterey, California, Illusions has become the go-to company for painting and specialty finishes, including some of the most complex applications such as metal patinas and resins.

Juan founded Illusions Painting Inc. in 2007 and for many years worked around the clock in a very small team or even alone.

In 2018 Juan brought Jose L. Hernandez onboard and, around the same time, they discovered the PCA. By using the superb educational tools that the PCA offered they changed their professional mentality entirely and the business soon grew beyond all expectations. They now manage a full-time team of over 20 and have the time to come to these events instead of spending all of their waking hours on site and desperately trying to keep their business going!

Juan and his partner Jose thrive on innovation and creativity and follow their motto "If you have a challenge, we want it!" Their shared passion for craftsmanship and innovation, twinned with a systematic approach to business, has seen their revenue more than triple over the last 4 years. By earning a great reputation and the trust of some of the leading contractors and designers in the area, Illusions is now a multi-million dollar enterprise. At this event they will show you how they did it.

Juan and Jose both arrived from Mexico at a young age and have no high school diploma. But through hard work, integrity and this essential change in business mindset they've achieved great success in their field.

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### TOPICS *(customization available upon request):*

- Client communications
  
- Bidding processes
  
- Customer relationships
  
- Managing change orders with clients