



**PAINTING
CONTRACTORS
ASSOCIATION**

2023 SPEAKER BUREAU

Corrie Leister



Mechanicsburg, PA

Speaker's City, State
United States

Country

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.

SPEAKER BIO

Corrie Leister is an entrepreneur who has successfully owned and operated different businesses since the age of 24. She transitioned into Cabinet Refinishing in 2015 and established her business, Inspired By U.

Initially, the business was run out of her garage in order to create additional income to be able to send her kids to private school. In February, 2020 she moved her business into a local workshop where she could expand. Covid hit the next month and with a newly leased space, not being able to go into peoples' homes, and three kids who could not attend school, she decided to launch a private label industrial coating line, Inspired By U Coatings. This proved to be a great real-life educational experience for her kids as they learned how to start up a business, create labels, pour paint, ship product, market a business, and show appreciation to customers by writing thank-you notes.

In August, 2020 Corrie started Inspired By U-niversity to add value to other professionals. She opens up her shop and brings in some of the top refinishers to help educate and elevate the industry.

Throughout the years, her business has grown from a single- person business with 4 jobs bringing in \$6,094 in 2015, to 3 employees doing 42 jobs bringing in \$146,562 in 2019, to a team of 11 employees doing 67 jobs bringing in gross sales of \$635,181 in 2022. Her business has grown every year and she's just getting started!

TOPICS *(customization available upon request):*

- Creating a Culture of Excellence
- Think Like an Entrepreneur
- Running A Woman-Owned Business in a Male Dominated Industry
- Everything Cabinet Refinishing
- Mindset & Thought Process to Separate Yourself
- Attracting The Right Customers
- Effectively Using Social Media to Market Your Business
- Work/Life Integration