

PCA
EST. 1884

**PAINTING
CONTRACTORS
ASSOCIATION**

2023 SPEAKER BUREAU LARRY GEHRKE



San Diego, CA
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

Larry Gehrke is a master craftsman and trainer. Audiences will be engaged by his quick wit and high energy. With experience overseeing a multi-million-dollar painting and finishing operation that included a training center, Larry is equipped to teach contractors of any size how to implement a training program to improve employee retention and return profits in the field.

WORKSHOP INCLUDES

- The trainer mindset
- Accommodating learning styles by a variety of training methodologies including multi-media
- How to implement the painter training resources from PCA (Painting Contractors Association)
- The importance of an onboarding plan
- Creating a career ladder and evaluating skills at regular intervals to incentivize painters
- Elements of a training culture
- Loads of free resources for the audience

If you would like to book a speaker, contact **Marsha Bass: 314.900.2013**.