



**PAINTING  
CONTRACTORS  
ASSOCIATION**

SEPTEMBER 29, 2023 | ORLANDO, FL

# 2023 Painting for Profit: Spanish Contractor Workshop SPEAKER BIOS



## JUAN VASQUEZ.

**Topic: Motivation:  
Achieving Sustainable  
Success**

Juan Vasquez, founder of **Illusions Painting Inc.** and co-founder of the podcast **Los Pintores** presents in Spanish, or English and Spanish for bilingual audiences. Through years of blood, sweat and toil after moving from Mexico to America, Juan had to learn his trade the hard way. But once he discovered the right tools, he overcame the challenges faced by small businesses and the Hispanic community in the U.S. and transformed **Illusions Painting Inc.** into a multimillion dollar organization. In his passionate talks, he distills his 25 years of experience as a painter, artisan and business owner into a couple of hours of vital tips and learnings that are relevant to companies of all sizes. In addition, his insight is particularly useful for businesses with growing pains and for painters who are desperate to put down the brush and build their brand but don't know how.



## SALOMON & ASHLEY VELAZQUEZ.

**Salomon Velazquez Topic:  
Field Organization  
And Productivity**

**Ashley Velazquez Topic:  
Back-Office Systems  
And Processes That  
Support Success**

Salomon is the co-owner of **Purpose Painting** along with his wife Ashley. Former educators, one summer Salomon and Ashley left the classroom to carry their passion for serving into the community, starting their painting business with a paint brush, pickup truck, and a dream! From the beginning, they focused on two pillars: becoming master craftsmen and skilled business people. By focusing on systems and processes, excellent craftsmanship and the customer experience; they have created a company that delights their customers, adds value to the community and glorifies God. They co-host **Buckets and Brushes**, a Spanish/English podcast that shares their business journey - the ups and downs - to inspire and encourage entrepreneurs.

Salomon (and Ashley) have recently teamed up with **Elite Business Advisors** to provide the **Business 360 Workshops** in Spanish! They are able to present in Spanish and English on a variety of topics.



## TORLANDO HAKES.

### Topic: Estimating For Profit

For too many business owners, running a business feels like a curse. Long hours, late nights, interrupted vacations, feast or famine seasonality, employee headaches, customer headaches, not enough work, not enough workers. Sometimes, you wonder if it's worth it.



Author and CEO, **Torlando Hakes** started his first painting company in the thick of the Great Recession with no more than a bicycle and a backpack of supplies and grew it to a self-running machine with sales people and painters running most of the day-to-day. Thinking that delegation and freedom of time would solve all of his problems, he learned the true measure of freedom in business is being engaged in your business and making a difference in the lives of your people.

In his book *Sprint*, Hakes instructs readers how to implement a simple production framework that will revolutionize your life and business. Those who use *Sprint* will have more productive employees, happier customers, and more profitable businesses.

Finally, business will become a blessing instead of feeling like a curse.

## BRANDON PIERPONT.

### Topic: Marketing Your Way To Success

Brandon Pierpont is the Founder of **Painter Marketing Pros** and host of the popular podcast series **The Painter Marketing Mastermind Podcast**. He is also a two-time published author, having written



*The Sales System Playbook for Painting Contractors* as well as *Painting Millions*, a #1 Amazon Best Seller Book. Brandon is a regular contributor to *inPAINT Magazine*, appearing in their *Ask A Pro* section.

Brandon has helped well over 100 painting companies across North America professionalize their sales and marketing and scale their business. Prior to founding **Painter Marketing Pros**, Brandon built and successfully sold a mobile auto detailing business.

In addition to marketing expertise, Brandon has extensive financial and operational experience, having previously worked in investment banking, private equity, and as CFO of a software company. He utilizes that experience to ensure painting contractors achieve high ROI on their marketing and scale profitably.

Brandon proudly serves on the **Painting Contractor Association's Marketing Committee** as well as their **Education Committee** and is an active contributor to the **PCA's Live Events** as well as Board of Director meetings. He is also a proud member of the Florida Army National Guard.