



**PAINTING  
CONTRACTORS  
ASSOCIATION**

**2023**

# PCA WOMEN IN PAINT CONFERENCE SCHEDULE



***Grow Fully.  
Lead Fully.***

## WEDNESDAY, NOVEMBER 1

6:00PM

[optional] Welcome Reception for PCA Conference



SHERWIN-WILLIAMS.





**THURSDAY, NOVEMBER 2**

**7:00AM Buffet Breakfast / Registration**

**8:00AM Opening ceremony  
Keynote Speaker Chad Hymas  
Wall Street Journal "10 Most Inspirational People in the World"**

**10:30AM Harness the Power of Being a Woman  
Gina Koert, owner of SPI  
Annie Newton, CEO ProfitWorks**

**12:00PM Lunch**

**1:00PM Surrounding yourself with the right people  
Holly Rachel & Lena Winfree, Co-founders of R&W Consulting**

**2:45PM Spill the Tea! The art of tea tasting and relaxation  
Christine Rich, Director of Residential Repaint  
for Sherwin Williams**

**3:30PM Success in Numbers: Gaining confidence in your financials  
Linnea Blair, Advisors on Target**





## FRIDAY, NOVEMBER 3

<b>7:30AM</b>	<b>Breakfast</b>
<b>8:30AM</b>	<b>Morning meditation &amp; sound bath Dr. Lauren DeYoe and Robyn Barnes</b>
<b>9:00AM</b>	<b>Changing Lives Through Paint Michal Cheney, owner of NoDrip Painting</b>
<b>10:00AM</b>	<b>Building Professional and Personal Boundaries Ashley Boyd, LPC-MHSP</b>
<b>11:30AM</b>	<b>The Power of Personal Branding Magda Thaxton, PPG General Manager</b>
<b>12:30PM</b>	<b>Vendor Luncheon</b>
<b>1:30PM</b>	<b>Case Study: Growing Your Company Intentionally Tara Riley, CEO of Freshcoat Painting</b>
<b>3:00PM</b>	<b>Taking it all back to Leadership Suhaiba Neil, author and owner of The Full Circle Business</b>
<b>4:00PM</b>	<b>Women In Paint Conference closing</b>



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