



**PAINTING
CONTRACTORS
ASSOCIATION**

NOVEMBER 1-3, 2023 | NASHVILLE, TN

**2023
Women In Paint Conference
SPEAKER
BIOS**



ASHLEY BOYD.



NAVIGATING PERSONAL AND PROFESSIONAL BOUNDARIES

Ashley is a native Texan who began her education at Baylor University, where she graduated with a bachelor of arts in Communications and Journalism. She entered the nonprofit world right out of college and soon after went back to graduate school for her master of arts in Biblical Leadership. After working with various populations such as college students, refugees, and homeless families, she once again went back to school to earn her master of education in Human Development Counseling at Vanderbilt University. After graduation, Ashley worked as a therapist at the YMCA counseling center before going into private practice in 2012. She has also worked as an adjunct professor at Vanderbilt supervising students and new counselors as they work with clients for the first time. Ashley has been married to Blake for over 23 years and has two amazing teenage sons.

GINA KOERT.



HARNESS THE POWER OF BEING A WOMAN

Gina Koert is President of SPI, a MWBE | SBE | DBE commercial painting contractor headquartered in Denver, CO with over 20 years of experience in the industry. She is the visionary leader behind SPI, overseeing the daily flow of the preconstruction team, management functions and developing new business strategies that generate leads and acquire new clients. Gina has honed in skills to create a company that sets standards in quality and relationships. She was the 2019-21 Board Chair of PCA (Painting Contractors Association) after being a board director for many years, participates in Commercial Painting Industry Association (CPIA) and is currently an advisor for Finish Robotics, a startup dedicated to advancing AI technology in the construction industry with the aim of increasing human productivity.

TARARILEY.



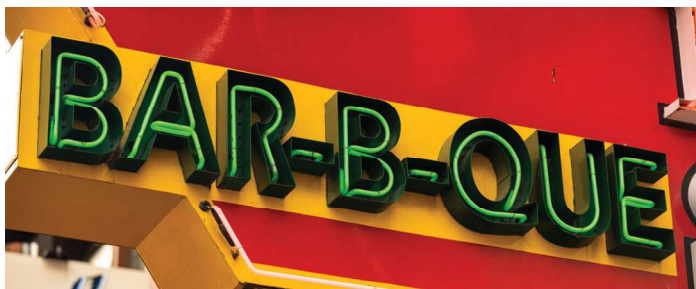
GROWING YOUR COMPANY INTENTIONALLY

With over 35 years of executive management and operations experience in franchising, Tara's greatest success lies in creating profitable growth and scaling paths for franchise owners at every stop in her career. Taking over

as President of Fresh Coat in 2014, Tara has helped to triple franchise average unit volume and nearly quadruple total revenues in just under eight years. Leveraging Fresh Coat's ability to operate across the country, Tara invested in building a National Accounts and Commercial team that has grown the system's business-to-business revenue from \$3.5M in 2020 to \$15M in 2022. This continues to be the fastest growing segment for Fresh Coat and will likely surpass \$20M in 2023.

Prior to her experience with Fresh Coat, Tara led teams in a variety of business models including home improvement, personal services, and restaurants. Her broad experience working within global franchise icons such as McDonald's as well as in much younger high-growth brands including Sport Clips, NHance Wood Renewal and Comfort Keepers has provided her with an arsenal of creative ideas for growth and scaling. Also experienced as a business owner, Tara understands the challenges and fears all business owners face and has a passion for helping owners of all sizes push through to success.

This experience is instrumental in leading Fresh Coat on a continued path of growth and quest to be the largest painting brand in the world. Tara has a B.B.A. in Management from Texas A&M University, an M.B.A. in Finance from Kennesaw State University (Georgia) and is a Certified Franchise Executive. In her free time, Tara volunteers with St Vincent de Paul and loves cooking, golfing, and touring back roads on her motorcycle with her best friend and companion, Steve.



ANNIENEWTON.



HARNESS THE POWER OF BEING A WOMAN

Annie Newton is a visionary leader in the residential and commercial painting industry. For the last 22 years, she has worked to move the needle for women in construction. Since the early days where she was often the only woman on

jobsites, she uses humor and confidence to navigate male-dominated environments. Annie continues to create inclusivity for women in construction.

Annie is the founder and CEO of ProfitWorks, which was the first company to provide a combination of fractional CFO/COO services and offshore solutions to the painting industry. Prior to ProfitWorks, she sat at the helm of a multi-location painting company for 18 years, and now uses her extensive knowledge to help other businesses grow profit, people, and processes. Over the years, Annie's team has crafted a robust suite of financial services, offshore talent recruiting (Estimators, Administrative & Accounting staff) and consulting tailored to the trades and construction industries.

Annie pioneered a revolutionary financial process by leveraging partnerships with offshore professionals. She has perfected a cost effective solution to allow owners to scale their business and make data-informed decisions to avoid the typical pitfalls that come with scaling and overhead. Annie, and has established over the last eight years a team of ProfitWorks Account Managers and Virtual Professionals™ to provide accurate and efficiently controlled financial solutions. ProfitWorks is unique in that it provides Offshore, Blended-Shore, and Fractional CFO packages tailored to each client.

When she isn't creating profit plans and crunching numbers, you can find Annie over a BlackStone grill, with a smokey Traeger nearby and a large stack of plates as she effortlessly enjoys entertaining family and friends. As one of 10 kids, her life is full of family, a doting husband, and three amazing young adults.



LINNEA BLAIR.



GAINING CONFIDENCE IN YOUR FINANCIALS

The founder of Advisors On Target Business Coaching, Linnea Blair has worked with hundreds of Residential and Commercial Painting Contractors to help them develop more successful businesses. Her

specific expertise is in helping business owners grow their revenue and grow their profits, by understanding the financial management of their business and running their business “by the numbers”.

HOLLY RACHEL.



SURROUNDING YOURSELF WITH THE RIGHT PEOPLE

Holly Rachel is a seasoned executive, educator and entrepreneur with more than 15 years of experience.

Rachel began her career at the Tennessee Bureau of Investigation as a special agent. During her three year

tenure, she also held roles as a forensic scientist and data analyst.

In 2017, Rachel and friend Lena Winfree, who co-founded the Data Science Institute at Meharry Medical School, launched Rachel and Winfree, a technology consulting firm specializing in helping small to midsize businesses strategically scale with data. Since then, the two have consulted with more than 30 small to mid-sized companies across the globe.

ROBIN BARNES.



MEDITATION AND SOUND BATH

Robin Barnes is a Certified Biofield Tuning Practitioner and Instructor, Sound Healer, Usui Reiki Master and Teacher, and Certified BioAcoustic Practitioner and Instructor. Using cutting edge science as well

as ancient techniques to initiate cellular level healing in the body, Robin works with her clients to determine the most effective healing approach to resolve health issues including stress, anxiety, pain and more.

MICHAL CHENEY.



CHANGING LIVES THROUGH PAINT

Michal Cheney, the visionary behind No Drip Painting, is revolutionizing lives through the transformative power of paint. With an unwavering commitment to making a difference in the painting industry, she has spearheaded initiatives

that provide a flourishing environment for women to excel. Through her remarkable Paint-It-Forward program, Michal and team show their generosity by giving back to the community. At No Drip Painting, her team experiences a level of hospitality that defies expectations, including perks like unlimited vacation, English classes, and comprehensive training. Above all, the company’s core value of kindness serves as a compass, guiding their every decision.



LAUREN DEYOE.



SURROUNDING YOURSELF WITH THE RIGHT PEOPLE

Lauren DeYoe is a Physical Therapist and Usui Reiki Master and owner of Reiki PT. She offers one-of-a-kind therapies you will not receive anywhere else. Lauren combines Western and Eastern medicine -

Physical Therapy modalities and Reiki energy healing. Combining these two practices offers unique solutions to help you recover from injuries, prevent injuries, relieve pain, and address chronic conditions.

CORRIE LESTER.



HARNESS THE POWER OF BEING A WOMAN

Hi! I'm Corrie, entrepreneur, owner and artist at Inspired By U. From back as far as I can remember, I've had a love for seeing things as they can be and bringing that vision to life. I could spend hours with any kind of medium... pottery,

pencils, pastels, paints ... whatever I could get my hands on to create something new and wonderful.

Inspired By U is a multi-faceted business as our mission is to create the greatest positive impact. We have our cabinet refinishing business to impact the homeowners, IBU Coatings to impact the DIY community and Furniture Artists, and IBU-niversity to impact the Professionals and add value to their business.

In addition to owning and operating Inspired By U, I run a Facebook group called Kitchen Cabinet Painting Experts where I'm able to impact people around the globe and help them grow alongside my moderators. We also have the Cabinet Refinishers Network where we share knowledge to stay on the cutting edge with the latest technology so we can serve our customers at the highest level.

I'm looking forward to speaking for the PCA as it furthers our mission to create a positive impact and add value to others.

SUHAIBANEILL.



TAKING IT ALL BACK TO LEADERSHIP

Suhaiba Neill is the Vice President of John Neill Painting & Decorating, a family owned Residential Painting Company located in the suburbs of Philadelphia. With 49 years in business, they have

established a reputation as Philadelphia's premier painting company, delivering the highest level of craftsmanship along with exceptional service.

Suhaiba is also the owner of The Full Circle Business, a consulting company founded to help fellow contractors get from "stressed to streamlined." Using her 19 years of experience in the family business, she has crafted proven strategies to help others increase their productivity and profitability through the use of systems and processes.

She has learned many valuable leadership lessons along the way, especially when it comes to being a woman in a male dominated industry. In her forthcoming book, Like A Girl she shares 22 of these lessons in the hopes of helping other women on the rise claim their space and seat at the table.

