

## SPEAKER BIOS

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### MORGAN ZION-O'FRIEL

#### Planning a Healthy and Sustainable Business Future



Morgan has over 15 years of corporate design industry experience and has worked for companies such as Amazon, Razorfish and Deloitte as a creative lead. She traded in her career to pursue her passion and help her corporate community find balance in their lives. Morgan is also the CEO of Alpha Girl

Club, where she leads the charge in creating memorable wellness experiences, deeper human connection, and accessible resources through the NFT, metaverse and IRL communities. Morgan is also an independent Creative Director, muralist, NFT artist, yoga and meditation teacher. She works with prestigious corporations to create custom murals, illustrations, NFTs and live painting experiences around the world. Morgan is also the resident artist at W Seattle hotel, where she has created murals and design projects throughout the hotel and leads their wellness event programming.

### DANNY KERR

#### Team and Systems Development



Danny is Co-Founder & Director of Sales at Breakthrough Academy. He is one of North America's top contracting thought leaders, assisting hundreds of entrepreneurs every year to build kick-ass, profitable businesses. In 7 years, he and partners Igor and James have

positioned Breakthrough Academy as the foremost industry experts on operational systems implementation, with \$1.7B in revenue currently under management. Danny's philosophy to work hard, stay humble and push boundaries continues to drive him. That, and his no BS approach. He also loves the 'f' word: Faith, Family, Friends, Fitness, Financials and in that order.

### DEAN RIDINGS

#### True Success in Business and Life



Since 1985, Dean Ridings has built an affluent client list of Who's Who in the greater Seattle area. Building his service volume into excess of \$2 million a year through his "world-class service system," Ridings has continued to prosper through the ups and downs of the economy. Through

focused marketing efforts year after year, along with community branding & awareness, Dean has built a high demand for his services. He has been very involved in the PCA and is the former president of the Seattle/ King County Chapter. He is a trained Color Consultant who offers fee based color advice for his clients. Finally, as a licensed general contractor, he offers his clients handyman services, custom cabinet building & light remodeling under the Carpentry Division of Ridings, Inc.

### JASON PARIS

#### Building a Team that Represents your Standards



Jason is the founder of Paris Painting, an 8 figure Residential Repaint company in the Twin Cities of Minnesota. Jason operates this business at the board level while spending most of his time investing in and scaling painting businesses through Aleph Holdings,

investing in the development and building of multi-housing real estate, and volunteering with the PCA. Jason lives with this wife and 4 children (soon to be 5) and enjoys running stupidly long trail runs.



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# NICK SLAVIK

## The Path to Clear Roles



Nick is the Proprietor of the Nick Slavik Painting & Restoration Co. and is the Host of Ask a Painter Live. Ask a Painter Live has aired weekly for more than 5 years, instructing, answering questions and championing the trades as an avenue for freedom. He has been a national and international speaker on topics such as entrepreneurship, craftspersonship, trades reformation, recruiting, working with Millennials, harnessing technology for trades business, financial benchmarks, industry standards and coating science. Nick has been a craftsman for more than 25 years. His company has been awarded more than 10 National awards for craftsmanship over the last 4 years, including massive restorations of Victorian mansions. He has created a rigorous Apprenticeship program where he finds, trains, inspires and mentors young people in his craft. He is also a family member at This Old House, where he contributes content about his craft.

# MORGAN KNOX

## Creating Like Magic: Quick Wins Powered By AI



Meet Morgan Knox, the wisdom-slinging, tech-loving extraordinaire behind the professional education programs at the Pro Painter Network! As the Owner and Executive Coach of the PPN, this business maestro can teach you to leverage everything from techie tools to Jedi mind tricks (okay, maybe not Jedi...but close). Morgan's all about workin' smarter, not harder: she's spent the last 5+ years as a coach and consultant to skilled trades contractors, sprinkling a little pixie dust on hundreds of trades businesses to help turn them into money-making machines- and of course, making their owners' lives better in the process! With an unquenchable thirst for knowledge, Morgan's constantly uncovering new ways to create leverage in your business (and, the occasional bad joke). So, gather 'round, and let's see what high-impact business tactics Morgan will pull out of her hat next!

# BRANDON PIERPONT

## A Healthy Sales Mindset That Wins



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 over 100 painting companies across North America professionalize their sales and marketing and scale their business. Brandon proudly serves on the PCA Marketing Committee as well as the Education Committee. He is also a proud member of the Florida Army National Guard.

# SCOTT LOLLAR

## Profit is Not a Dirty Word; Keys to Profitable Growth!



Scott Lollar is the founder of Consulting4Contractors. He is a 30+ year veteran of the Painting Industry not only as a contractor but also in senior leadership positions assisting owners to successfully scale their businesses to multimillion dollar revenues. With decades of experience, Scott and his team provide 1-1 coaching to contractors and their key personnel to achieve rapid growth and operational efficiency. His knowledge in all aspects of running a painting business allows Scott to identify and guide business owners through areas of current weakness or deficiency. C4C focuses on growth companies approaching \$1M and beyond with insights and strategies required to successfully manage 7 figure businesses.



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# ART SNARZYK

Hire Slowly, Fire Quickly - Learning to Hire for Growth and Success



Art, the founder of InnerView Advisors, Inc., is an entrepreneur and manager with a career spanning since 1996, possessing a profound understanding of human behavior. His quest to decipher why some individuals succeed while others falter led to the development of predictive insights into human traits.

Referred to as "The Turnover Terminator," Art excels in hiring exceptional employees and igniting their potential to achieve organizational goals. With a background spanning pharmaceutical companies, software development, and co-ownership of a successful painting contracting firm, Art is a respected Organizational Behaviorist, guiding companies in hiring and managing top talent. He is celebrated for his unique insights, extensive coaching, and for delivering exceptional value to clients.

