



SAN ANTONIO | 2025

# PCA RESIDENTIAL

## PCA Residential Painting Conference: Strategies for Sustainable Success

*September 24-26, 2025*

### September 24, 2025

**4:30PM – 5:30PM** Check-in and Registration

**5:30PM – 7:30PM** Welcome Party at Durty Nelly's hosted by Benjamin Moore

Kick off the PCA Residential Conference in style with Benjamin Moore at Durty Nelly's Irish Pub! Expect plenty of food, flowing drinks, and—if the mood strikes—a lively, piano-led sing-along you won't forget.

### September 25, 2025

**7:00AM – 7:45AM** Registration & Networking Breakfast

Start your day with coffee, connections, and conversations with fellow residential painting professionals.

**7:45AM – 8:00AM** Conference Kick Off & Welcome

**8:00AM – 9:00AM** Keynote Kickoff: Smart Leaders, Strong Businesses

Explore what it means to be an informed, future-ready leader—one who knows their numbers, their market, and how to stay strategically curious.

**8:45AM – 9:45AM** Panel: Built to Last – Lessons from Businesses That Thrive

Hear from contractors who've successfully navigated economic shifts, leadership transitions, and industry change. Learn how they stayed steady—and grew stronger.

**9:45AM – 10:00AM** Sponsor Presentation

**10:00AM – 10:15AM** Break

**10:15AM – 10:30AM** Sponsor Presentation

**10:30AM – 11:30AM** Financial Foundations for Growth

An interactive, real-world session on strengthening your financial health. Learn how to manage cash flow, protect margins, and build buffers for peace of mind and future opportunity.

**1:30PM – 3:30PM** Expanding Your Services – Smart, Sustainable Growth

Hear from companies that have successfully added drywall, epoxy, cabinets, or light remodeling—and what they wish they'd known first.



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### **2:30PM – 3:30PM** Smarter Marketing – Driving ROI in Any Economy

Learn how to get the most from your marketing budget—what to track, where to invest, and how to adapt to evolving customer expectations.

*Speaker: Brandon Pierpont, Painter Marketing Pros*

### **3:30PM – 3:45PM** Sponsor Presentation

### **3:45PM – 4:00PM** Break

### **4:00PM – 5:00PM** Lean & Profitable – Strong Teams, Smart Systems

Dive into streamlining operations, defining team roles, and systematizing workflows to keep your business efficient, agile, and profitable. Expect to leave with tangible takeaways such as SOPs, organizational charts and employee handbooks.

### **5:00PM – 5:15PM** Day One Wrap-Up & Takeaways

### **5:30PM – 6:30PM** Happy Hour hosted by Sherwin Williams

Education's done, now it's time for fun—with Sherwin-Williams! Join us for a Happy Hour to close out a successful day of learning and networking.

## September 26, 2025

### **7:00AM – 7:45AM** Networking Breakfast

Start your day with coffee, connections, and conversations with fellow residential painting professionals.

### **7:45AM – 8:00AM** Conference Kickoff & Welcome

### **8:00AM – 9:00AM** Mindset of a Leader – Fueling Your Success

A motivating session focused on sustaining your energy, clarity, and vision. Real strategies for protecting your health and leading with purpose in your business and beyond.

### **9:00AM – 10:00AM** Workshop: Sales That Stick – Building Trust & Closing with Confidence

Master practical, relationship-first sales approaches that build loyalty and revenue—without the hard sell.

*Speaker: Justin Gordey, Sales Consultant, Harpeth Painting*

### **10:00AM – 10:15AM** Sponsor Presentation



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**10:15AM – 10:30AM**      **Break**

**10:30AM – 11:30AM**      **The Hidden ROI of Culture: Profits, People, and Performance**

Explore how intentionally shaping your company culture can unlock long-term profitability, boost team performance, and create a workplace people want to be part of.

**11:30AM – 12:00PM**      **Lunch**

**12:00PM – 1:00PM**      **Lunch Panel: Tech Stack Road Map – Tools That Boost Productivity**

Discover affordable, easy-to-implement tools that can streamline communication, scheduling, quoting, and more.

**1:00PM – 2:00PM**      **Strategic Hiring – Building Teams That Grow with You**

Learn how to hire smart in any market—plus how to plan for the roles you'll need next.

**2:00PM – 2:15PM**      **Break**

**2:15PM – 3:15PM**      **What's Next? Future-Proofing Your Business**

Get ahead of trends shaping residential painting in 2025 and beyond by using AI.

**3:15PM – 4:15PM**      **Final Session: Your 90-Day Action Plan**

Prioritize what you've learned to fit your business – Walk away with a practical, customized plan to move your business forward—starting Monday.

*Speaker: Chris Moore, Elite Business Advisors*

**4:15PM – 4:30PM**      **Conference Closing Notes**

**4:30PM – 5:30PM**      **Farewell Happy Hour hosted by the PCA**

Not quite ready for the fun to end? Stay a little longer, swap stories, and make those new connections stick at the closing happy hour hosted by PCA.