



SAN ANTONIO | 2025

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 Kickoff & 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.

Speaker: Maggie Kuyper, Harpeth Painting

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 Scale to \$3M+ Without Profit Leaks, Cash Crunches, or Financial Guesswork

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.

Speaker: Daniel Honan, Profitable Painter CPA

11:30AM - 1:30PM Vendor Meet & Greet with Grab-and-Go Lunch



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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.

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.

Speaker: Danny Kerr, Breakthrough Academy

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. Hosted by the PCA Residential Planning Committee

Moderator: Brandon Pierpont

Panelists: Shane Fast, Fred Emery, Josh Jootsen, Cole Palea

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.

Speaker: Jessica Majno, Idyllo

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.