



SAN ANTONIO | 2025



RESIDENTIAL

PCA Residential Painting Conference: Strategies for Sustainable Success

September 24-26, 2025

All educational content will take place in Salon del Ray located on the 2nd floor of the Hilton Palacio del Rio unless otherwise noted on the agenda.

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

Attendees will have the opportunity to experience a River Boat Cruise, one of San Antonio's most iconic attractions, courtesy of Benjamin Moore. You won't want to miss this epic kickoff celebration! [Location: Hotel Lobby](#)

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, Location: Salon del Rey Foyer

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

9:00AM - 9:15AM Sponsor Presentation - Benjamin Moore

9:15AM - 10:15AM 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.

Speaker: Dan Fleisher, Hirebus

10:15AM - 10:30AM Sponsor Presentation - Repair Care

10:30AM - 10:45AM Break

10:45AM - 11:45AM 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



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11:45AM – 1:30PM Vendor Meet & Greet with Grab-and-Go Lunch

1:30PM – 1:45PM Sponsor Presentation - Painter Growth

1:45PM – 2:45PM What's Next? Future-Proofing Your Business

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

Speaker: Jess Majno, Idyllo

2:45PM – 3:00PM Sponsor Presentation - Sherwin-Williams

3:15PM – 4:15PM 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

4:15PM – 4:30PM Day One Wrap-Up & Takeaways

5:30PM – 6:30PM Happy Hour hosted by Sherwin Williams. Location: Garden Terrace

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

7:15AM – 8:00AM Networking Breakfast

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

8:00AM – 8:15AM Conference Kickoff & Welcome

8:15AM – 9:15AM Mindset of a Leader – Insight to Influence

A transformative session focused on leveraging strengths, curiosity, and energy to inspire action and create impact

Speaker: Tracy Clayman, SHINE

9:15AM – 10:15AM 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



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10:15AM – 10:30AM Break

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 – 12:30PM Lunch

12:30PM – 1:30PM Tech Stack Road Map – Tools That Boost Productivity

Discover aordable, 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

1:30PM – 1:45PM Sponsor Presentation - PPC

1:45PM – 3:15PM Brainmelds

3:15PM – 3:30PM Break

3:30PM – 4:30PM 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

4:30PM – 4:45PM Conference Closing Notes

4:45PM – 5:45PM Farewell Happy Hour hosted by the PCA. Location: Stetson

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.