



NASHVILLE | 2025



WOMEN IN PAINT

2025 PCA Women in Paint Conference

October 27-30, 2025

October 27, 2025

3:00PM – 6:30PM Check-In & Registration

Location: 5th Floor

3:30PM – 5:30PM Self Defense Class With Moose Moore

Location: Cumberland Ballroom

5:30PM – 6:30PM Welcome Drink Sponsored By BusyBusy

Location: 5th Floor Welcome Lounge

6:30PM – 7:30PM Welcome Party

Location: Almost Friday Sporting Club

October 28, 2025

7:00AM – 8:00AM Registration & Breakfast

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

8:00AM – 8:30AM Welcome & Kick Off

8:30AM – 9:45AM Building A Brand That Works As Hard As You Do

Speaker: Mila Griggs, Moda

9:45AM – 10:00AM Break

10:00AM – 11:00AM Breaking Barriers & Building Skills: A Woman's Journey in Male-Dominated Industries

Local contractor and veteran, Tiffany Wondrow, shares her story of breaking barriers and building the leadership skills that fuel success in business and beyond. Sponsored by Benjamin Moore.

11:00AM – 11:15AM Sponsor Presentation - Benjamin Moore, National Champion

11:15AM – 11:30AM Sponsor Presentation - Profitable Painter CPA

11:30AM – 1:30PM Vendor Meet & Greet With Boxed Lunch

Location: Cumberland Ballroom



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1:30PM – 1:45PM

Sponsor Presentation - Sherwin-Williams, National Champion

1:45PM – 2:45PM

Communication That Connects

Learn how to build stronger relationships and drive better results through clear, authentic, and impactful communication.

Speaker: Christina Young

2:45PM – 4:00PM

Brain Melds

4:00PM – 5:00PM

Hands On Demo: High Gloss Finishes

Get practical experience and expert tips for achieving flawless high gloss finishes that elevate the quality and craftsmanship of your work.

Speaker: Steph Young and Jordanna Charlesbois, Pro Image Painting LLC

5:00PM – 5:15PM

Closing Remarks

6:00PM – 8:00PM

Benjamin Moore Sponsored Party At Chief's On Broadway

Join us for a night of fun at Chief's, Eric Church's bar, thanks to our friends at Benjamin Moore!

October 29, 2025

6:15AM – 6:45AM

Morning Yoga With Morgan Zion *Optional***

Start your day with an energizing yoga flow led by Morgan Zion, designed to boost focus, balance, and wellbeing for the day ahead. Location: Cumberland Ballroom A & B. Yoga Mats provided by **Benjamin Moore**.

7:00AM – 8:00AM

Registration & Breakfast

8:00AM – 8:15AM

Welcome Remarks

8:15AM – 9:15AM

Opening Keynote

Speaker: Nancy Hutchinson, Sherwin-Williams

9:15AM – 9:30AM

Break

9:30AM – 11:00AM

Hands-On Demo: Spraying Techniques

Join Nicki Ramian for a practical demonstration on mastering spraying techniques, sponsored by **Titan Tools**, to improve efficiency and finish quality on every job.



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11:00AM – 11:45AM Power Track: Marketing

Speaker: Brandon Pierpont

11:45AM – 12:00PM Sponsor Presentation - PPC

12:00PM – 12:45PM Lunch Buffet

12:45PM – 2:00PM Power Track: Sales

Location: Peabody Ballroom

Speaker: Tara Riley, AAPC

2:15PM – 3:15PM Power Track: AI

Location: Cumberland Ballroom A

Speaker: Jess Majno, Idyllo

2:15PM – 3:15PM Power Track: Hiring With Intention

Location: Peabody Ballroom

Speaker: Erin Scheel, Breakthrough Academy

2:15PM – 3:15PM Power Track: Managing Brand Signals

Location: Cumberland Ballroom B

Speaker: Rina Bindi, Tipping Point Digital

3:15PM – 3:30PM Break

3:30PM – 4:30PM Power Track: EOS Systems

Location: Cumberland Ballroom A

Speaker: Renee Luketic

3:30PM – 4:30PM Power Track: Production

Location: Peabody Ballroom

Speaker: Michal Cheney, No Drip Painting

5:15PM – 6:45PM Dinner At Honky Tonk Hideaway

Shuttles from hotel will depart at 5:15pm sharp

6:45PM – 8:45PM Sherwin-Williams Sponsored Evening On Party Buses

Enjoy a two-hour party bus ride through Nashville, sponsored by Sherwin-Williams, complete with music, sights, and plenty of fun along the way.



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7:30AM – 8:00AM Light Breakfast

8:00AM – 9:00AM Fireside Chat: Mastering Finances & Operations

Explore how business owners can balance financial management, streamline operations, and structure profit sharing to drive sustainable growth and team success.

Panel: Michal Cheney, No Drip Painting; Daniel Honan, Profitable Painter CPA; & Annie Newton, ProfitWorks

9:00 - 9:30AM Panel Tech Stack

9:30 - 10:30AM Closing Keynote: Women's Health In The Trades

A conversation focused on the unique health challenges and wellness strategies for women working in the trades, with practical insights for supporting long-term success on and off the jobsite.

Speaker: Morgan Zion

10:30 - 11:30AM Closing Remarks

****Schedule and speakers are subject to change without notice***