



SAN DIEGO | 2025

COMMERCIAL



PCA Commercial Conference: Building the Mavericks Who Make Companies Grow

November 18-21, 2025

November 18, 2025

6:00PM – 8:00PM

Meet The Vendors And Sponsors Welcome Reception

November 19, 2025

7:00AM – 8:00AM

Registration & Networking Breakfast

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

8:00AM – 9:30AM

Opening & Keynote

ALL IN: How High-Performance Teams Lean In and Level Up

Speaker: Brent Gleeson

9:30AM – 9:45AM

Sponsor Presentation - Benjamin Moore

9:45AM – 10:00AM

Break

10:00AM – 10:50AM

Foundations For The Future: Training Programs That Drive Growth

Explore how implementing structured training systems can strengthen your team, improve performance, and create a scalable path for long-term business success.

Speaker: Rocky Cherry, Cherry Coatings

10:50AM – 11:00AM

Sponsor Presentation - Profitable Painter CPA

11:00AM – 11:50AM

Unlocking The World Of Crucial Conversations

Learn how to navigate difficult discussions within your team to improve alignment, boost accountability, and create a stronger culture across your commercial projects.

Speaker: Colin Nolan, Nolan Consulting Group

11:50AM – 12:30PM

Lunch

12:00PM – 1:15PM

Lunch Panel: Financial Mastery For Commercial Contractors

Hear how industry experts break down cash flow strategies, profit management, and financial best practices to help commercial contractors scale with confidence.

Speaker: Moderator: Rick Williams

Panelists: Daniel Honan, Annie Newton, Dave Graham and Chris Moore



SAN DIEGO | 2025

COMMERCIAL



PCA Commercial Conference: Building the Mavericks Who Make Companies Grow

November 18-21, 2025

1:15PM – 1:30PM Break

1:30PM – 2:30PM Roundtable Discussions

2:30PM – 2:45PM Sponsor Presentation - Profit Works

2:45PM – 3:00PM Break

3:00PM – 4:00PM Ai Search Shaking Up Seo Outline

Speaker: Aaron Hockel, AltaVista Strategic Partners

4:00PM – 5:00PM Sunset Chat: Lessons From \$30m+ Companies

Hear candid insights from leaders of \$30M+ businesses on scaling smart, overcoming challenges, and leading with vision.

Moderator: Matt Kuyper

Panelists: Dave Graham, Dave Scaturro, Theodore Vairaktaris and Jim McBrayer

5:30PM – 7:30PM Benjamin Moore Sponsored Evening Event

November 20, 2025

6:30AM – 7:30AM Breakfast

7:00AM – 8:00AM Sponsored Marketing Workshop: Building A Commercial Brand That Wins

Speaker: Brandon Pierpont, Painter Marketing Pros

8:00AM – 8:50AM Winning With General Contractors

Learn how to build stronger relationships with general contractors, stand out in a competitive market, and secure more profitable projects through clear communication, trust, and strategic collaboration.

Speakers: Matt Kuyper, Harpeth Painting

8:50AM – 9:05AM Sponsor Presentation

9:05AM – 10:05AM Unlocking The Wealth Currently Trapped In Your Business

Speaker: Jim McBrayer, McBrayer Associates

10:05AM – 10:15AM Break



SAN DIEGO | 2025

COMMERCIAL



PCA Commercial Conference: Building the Mavericks Who Make Companies Grow

November 18-21, 2025

10:15AM – 11:15AM The Growth Blueprint: How One Painter Built A 500-Person Company

Real-world strategies, challenges, and lessons learned in scaling from a one-person operation to a thriving 500-employee business.

Theodore Vairaktaris, Usher Group

11:15AM – 12:45PM Leadership Workshop

Speaker: Brent Gleeson

12:45PM – 1:00PM Closing Remarks

1:30PM – 2:30PM Lunch served beach side on Members Beach

1:30PM – 4:30PM Sponsored Beach Day With Sherwin-Williams!

Join us for networking, relaxation and beach games! Beach chairs, umbrellas and games sponsored by Sherwin-William. Location: Members Beach

November 21, 2025

7:00AM – 8:00AM Grab & Go Breakfast

Location: Coronet Room

8:00AM – 10:15AM Annual Planning Workshop

A strategic bonus session designed to help distill conference insights into forward-looking plans that position your business for continued success.

Speaker: Annie Newton, ProfitWorks

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