



ORLANDO | 2026

# EXPO2026

BRING YOUR DREAM TO LIFE

## PCA Expo

February 16-20, 2026

### Confirmed Speaking Topics

1. Becoming a Leader: Building Your WHY

*Speaker: Skylar Faria, SurfPrep*

2. What Professionalized & Successful Painting Companies Do to Succeed Financially

*Speaker: Chris Moore, Elite Business Advisors*

3. Networking 101: Simple, Actionable Tips to Build Confidence & Expand Your Network

*Speaker: Jill Bader Thompson, Painting Contractors Association*

4. Keys to Effective Project Management

*Speaker: Michal Cheney, No Drip Painting*

5. Creating a White Glove Experience for Your Customers from Start to Finish

*Speaker: Justin Gordey, Harpeth Painting, LLC*

6. Applying Emotional Intelligence Skills in Difficult Conversations

*Speaker: Dave Scaturro, Alpine Painting, & Brian Nolan, Nolan Consulting Group*

7. Understand Key Growth Stages & How to Win in Each

*Speaker: Mike Gore Hickman, Painter Growth*

8. Hands-On Demo: Surface Preparation for Millwork & Cabinetry

*Speaker: Denny Janz, SurfPrep*

9. Becoming a Manager: A Case Study

*Speaker: Nick Slavik, Nick Slavik Painting & Restoration Co & Dr. Jeff Cornwall, The Entrepreneurial Mind*

10. Ripple: The Power of Networking

*Speaker: Steve Harper, The Ripple Effect*

11. Leading with Empathy

*Speaker: Shane Fast, Renew Painting*

12. The Org Chart Reimagined: How Tech Stack & AI Are Changing Job Descriptions & Human Capacity

*Speaker: Annie Newton, ProfitWorks*

13. **Workshop:** It's a Seller's Market for Commercial Paint Contractors — Find Out What Drives Your Company's Valuation

*Speaker: Jim McBrayer, McBrayer Associates*



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14. 13 Time Management Secrets from the World's Wealthiest Painters: A Detailed Planning Guide for Success

*Speaker: Brandon Lewis, Academy for Professional Painting Companies*

15. Document Today, Profit Tomorrow: How Better Systems Drive Growth

*Speaker: CompanyCam*

16. People First? Nah... Person First! Who You Are Becoming Impacts What You Are Building

*Speaker: Brad Ellison, Ellison Painting*

17. **Panel: Partnerships:** Built for Success

*Speakers: Hayes Painting, Sequoia Painting, Malone Painting*

*Moderator: Haakon Hansen, Aleph*

18. Risk Management: Policies, Premiums, & Common Risks

*Speaker: Federated Insurance*

19. **Sponsored Workshop:** The Flywheel Growth Engine: Lessons from Scaling Over 400 Painting Companies

*Speaker: Brandon Pierpont, Painter Marketing Pros*

20. Decode Your Team: How Working Genius Reveals Strengths, Gaps, & Growth Opportunities

*Speaker: Kevin Banks, Helton Real Estate Group (Compass)*

21. AI Search Shaking Up SEO Outline

*Speaker: Aaron Hockel, AltaVista Strategic Partners*

22. **Sponsored Hands-On Workshop:** Spraying Techniques & Demos

*Speaker: Titan Tool*

*\*More topics, workshops, and speakers to be announced*



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**February 16, 2026**

*4:00PM - 8:00PM*      Registration

**February 17, 2026**

<i>7:00AM - 8:00AM</i>	Breakfast
<i>8:00AM - 9:00AM</i>	Opening Session
<i>9:00AM - 10:15AM</i>	Keynote Speaker
<i>10:15AM - 10:30AM</i>	Break
<i>10:30AM - 11:30AM</i>	Breakout & Workshop Sessions
<i>11:30AM - 12:30PM</i>	Lunch
<i>12:30PM - 2:00PM</i>	Brainmelds
<i>2:00PM - 2:10PM</i>	Break
<i>2:10PM - 3:10PM</i>	Mainstage Content
<i>3:10PM - 3:20PM</i>	Break
<i>3:30PM - 4:30PM</i>	Breakout & Workshop Sessions

**February 18, 2026**

<i>7:00AM - 8:00AM</i>	Breakfast
<i>8:00AM - 9:00AM</i>	Breakout & Workshop Sessions
<i>9:00AM - 9:15AM</i>	Break
<i>9:15AM - 10:15AM</i>	Breakout & Workshop Sessions
<i>10:15AM - 10:30AM</i>	Break
<i>10:30AM - 11:30AM</i>	Breakout & Workshop Sessions
<i>11:30AM - 11:45AM</i>	Break
<i>11:45AM - 12:30PM</i>	Mainstage Content
<i>12:15PM - 12:30PM</i>	Grab-&-Go Lunch



**PCA Expo**  
*February 16-20, 2026*

*12:30PM - 5:00PM*      Tradeshow  
*6:00PM - 9:00PM*      Benjamin Moore Sponsored Evening Reception

**February 19, 2026**

*7:00AM - 8:00AM*      Breakfast  
*8:00AM - 9:00AM*      Breakout & Workshop Sessions  
*9:00AM - 9:15AM*      Break  
*9:15AM - 10:45AM*      Breakout & Workshop Sessions  
*10:45AM - 11:00AM*      Break  
*11:00AM - 12:00PM*      Breakout & Workshop Sessions  
*12:00PM - 1:00PM*      Lunch  
*1:00PM - 3:30PM*      Closing Session & Keynote  
*6:00PM - 10:00PM*      Sherwin Williams Sponsored Evening Reception

**February 20, 2026**

*8:00AM - 12:00PM*      Paint it Forward  
Location to be announced soon!

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