



PCA Expo

February 16-20, 2026

February 16, 2026

4:00PM – 8:00PM Registration

February 17, 2026

7:00AM – 8:00AM	Breakfast
8:00AM – 9:00AM	Opening Session
9:00AM – 10:15AM	Keynote Speaker
10:15AM – 10:30AM	Break
10:30AM – 11:30AM	Breakout & Workshop Sessions

*The Flywheel Growth Engine: Lessons From Scaling Over 400 Painting Companies / Speaker: Brandon Pierpont (Painter Marketing Pros) *PCA EXPO Sponsor / Room: Pacific*

Priority Management Skills Session / Speaker: Danny Diaz (Profit Painting & Core Acceleration) / Room: Australia 3

PANEL: Hiring & Culture / Speaker: John MacFarland / Moderator: Matt Kuyper / Room: Asia 1

Keys To Effective Project Management / Speaker: Michal Cheney (No Drip Painting) / Room: Asia 4

Becoming A Leader: Building Your WHY / Speaker: Skylar Faria (SurfPrep) / Room: Asia 5

11:30AM – 12:30PM	Lunch
12:30PM – 2:00PM	Brainmelds
2:00PM – 2:10PM	Break
2:10PM – 3:10PM	Mainstage Content
3:10PM – 3:20PM	Break
3:30PM – 4:30PM	Breakout & Workshop Sessions

*Workshop: Content That Converts: Be The Obvious Choice In A Noisy Marketing World / Speaker: Austin Houser *PCA EXPO Sponsor / Room: Pacific*

Onboarding & Hiring / Speaker: Danny Kerr (Breakthrough Academy) / Room: Asia 1

*From One Crew To \$10MM In Revenue: 17 Ways To Improve Your Business Today / Speaker: Jon Bryant *PCA EXPO Sponsor / Room: Asia 4*

Creating A White Glove Experience For Your Customers From Start To Finish / Speaker: Justin Gordey (Harpeth Painting, LLC) / Room: Asia 5



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Hands On: Surface Preparation For Millwork & Cabinetry / Speaker: Denny Janz (SurfPrep) / Room: Atlantic C, Theater 2

5:15PM - 6:30PM Behr Women In Paint Happy Hour

February 18, 2026

7:30AM - 8:30AM Breakfast

8:00AM - 9:00AM Breakout & Workshop Sessions

Applying Emotional Intelligence Skills In Difficult Conversations / Speakers: Dave Scaturro (Alpine Painting) & Brian Nolan (Nolan Consulting Group) / Room: Asia 1

Understand Key Growth Stages & How To Win In Each / Speaker: Mike Gore Hickman (Painter Growth) / Room: Asia 4

*Financial Workshop: How Top Painting Contractors Find \$10,000+ Of Hidden Profit Without Painting One Extra House / Speaker: Daniel Honan (Profitable Painter CPA) *PCA EXPO Sponsor / Room: Asia 5*

*Workshop: Build Your Automated Customer Journey in 60 Minutes / Speaker: Tanner Mullen (Drip Jobs) *PCA EXPO Sponsor / Room: Pacific*

9:00AM - 9:15AM Break

9:15AM - 10:15AM Breakout & Workshop Sessions

Becoming A Manager: A Case Study / Speakers: Nick Slavik (Nick Slavik Painting & Restoration Co) & Dr. Jeff Cornwall (The Entrepreneurial Mind) / Room: Pacific

Document Today, Profit Tomorrow: How Better Systems Drive Growth / Speaker: CompanyCam / Room: Asia 1

The M.A.S.T Method: How To Build A Waiting List Of 300+ Technicians So You Always Have A-Players In The Field / Speaker: Brandon Vaughn / Room: Asia 4

*Epoxy Application: Repair Care *PCA EXPO Sponsor / Room: Atlantic C, Theater 1*

*Titan Tool Spray Demo *PCA EXPO Sponsor / Room: Atlantic C, Theater 2*

10:15AM - 10:30AM Break

10:30AM - 11:30AM Breakout & Workshop Sessions

Decode Your Team: How Working Genius Reveals Strengths, Gaps, & Growth Opportunities / Speaker: Kevin Banks (Helton Real Estate Group) / Room: Pacific

Risk Management: Policies, Premiums, & Common Risks / Speaker: Federated Insurance / Room: Asia 1

PANEL: Partnerships - Built For Success / Speakers: Hayes Painting, Sequoia Painting, Malone Painting / Moderator: Haakon Hansen / Room: Asia 4

Leading With Empathy / Speaker: Shane Fast (Renew Painting) / Room: Asia 5



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*Epoxy Application: Repair Care *PCA EXPO Sponsor / Room: Atlantic C, Theater 1*

*Titan Tool Spray Demo *PCA EXPO Sponsor / Room: Atlantic C, Theater 2*

11:30AM – 11:45AM	Break
11:45AM – 12:30PM	Mainstage Content
12:15PM – 12:30PM	Grab-&-Go Lunch
12:30PM – 5:00PM	Tradeshow
6:00PM – 9:00PM	Benjamin Moore Sponsored Evening Reception

February 19, 2026

7:30AM – 8:30AM	Breakfast
8:30AM – 9:30AM	Breakout & Workshop Sessions

*Commercial Bidding: Togal AI Workshop *PCA EXPO Sponsor / Room: Asia 1*

Transitioning From W-2 To Subcontractors / Speaker: Zach Kenney / Room: Asia 4

Panel: Estimating / Speakers: Tom Droste (Estimate Rocket), Gaby Santiago (No Drip Painting), Stuart Mackay (EBA) / Room: Asia 5

Workshop: It's A Seller's Market For Commercial Paint Contractors. Find Out What Drives Your Company's Valuation / Speaker: Jim McBrayer (McBrayer Associates) / Room: Australia 3

9:30AM – 9:45AM	Break
9:45AM – 10:45AM	Breakout & Workshop Sessions

Workshop: The Software Powering 7-Figure Painting Companies / Speaker: PaintScout / Room: Pacific

What Professionalized & Successful Painting Companies Do To Succeed Financially / Speaker: Chris Moore (Elite Business Advisors) / Room: Asia 1

The Org Chart Reimagined: How Techstack & AI Are Changing Jobs Descriptions & Human Capacity / Speaker: Annie Newton (ProfitWorks) / Room: Asia 4

AI Search Shaking Up SEO Outline / Speaker: Aaron Hockel (AltaVista Strategic Partners) / Room: Asia 5

10:45AM – 11:00AM	Break
11:00AM – 12:00PM	Breakout & Workshop Sessions

*Workshop: Time Tracking & Safety Management / Speaker: BusyBusy *PCA EXPO Sponsor / Room: Pacific*



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People First? Nah...Person First! Who You Are Becoming Impacts What You Are Building | Speaker: Brad Ellison (Ellison Painting) | Room: Asia 1

Panel: Why Most Painting Companies Make Money...& Still Go Broke | Room: Asia 4

13 Time Management Secrets from the World's Wealthiest Painters: A Detailed Planning Guide for Success | Speaker: Brandon Lewis (Academy For Professional Painting Companies) | Room: Asia 5

12:00PM – 1:00PM Lunch

1:00PM – 3:40PM Closing Session & Keynote

6:00PM – 10:00PM Sherwin Williams Sponsored Evening Reception (**Location: ICEBAR**)

February 20, 2026

8:00AM - 2:00PM Paint It Forward - Give Kids the World Village

***Schedule & Speakers Are Subject To Change Without Notice**