



ORLANDO | 2026

EXPO2026

BRING YOUR DREAM TO LIFE

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 Painitng) | **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: Atlatic 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: Atlatic C, Theater 1*

*Titan Tool Spray Demo *PCA EXPO Sponsor | Room: Atlatic 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: Atlatic C, Theater 1*

*Titan Tool Spray Demo *PCA EXPO Sponsor | Room: Atlatic 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: Tegal 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**