



ORLANDO | 2026

EXPO2026

BRING YOUR DREAM TO LIFE

PCA EXPO 2026 Agenda

February 16-20, 2026

February 16, 2026

4:00PM - 8:00PM Registration | **Room: Convention Foyer**

February 17, 2026

6:30AM - 4:30PM Registration | **Room: Convention Foyer**

6:30AM - 7:30AM Breakfast | **Room: Pacific B/C Foyer**

7:30AM - 7:35AM Opening Session & Welcome | **Room: Pacific B/C**

7:35AM - 8:50AM Opening Keynote Speaker

7 Keys for Creating a Dream Filled Customer Experience | Speaker: Louie Gravance (formerly, The Walt Disney Company) | Room: Pacific B/C

8:50AM - 9:45AM Fireside Chat: From Vision to Victory - Bringing Your Dream to Life

Speaker: Rocky Cherry (Cherry Coatings) | Moderator: Matt Kuyper (Harpeth Painting) | Room: Pacific B/C

9:45AM - 10:15AM PCA Board of Directors & 2026 Events Update | **Room: Pacific B/C**

10:15AM - 10:30AM Break

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

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

 *Panel: Maximizing Business Culture & Benefits of W-2 Employees | Speaker: John MacFarland (MacFarland Painting) | 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*

 *Priority Management Skills Session | Speaker: Daniel Diaz (Profit Painting & Core Acceleration) | Room: Australia 3*

11:30AM - 11:45AM Break

11:45AM - 12:30PM Lunch | **Room: Pacific B/C Foyer**

12:30PM - 2:00PM Brain Melds | **Room: Pacific B/C**

2:00PM - 2:10PM Break

2:10PM - 3:10PM Keynote Speaker

*The Art of Extraordinary Leadership Communication | Speaker: Marcus Sheridan | Sponsored By Base Coat Marketing Company *PCA EXPO Sponsor | Room: Pacific B/C*

3:10PM - 3:30PM Break

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3:30PM – 4:30PM Breakout & Workshop Sessions

- ● Workshop: Homes to High-Rises - Scaling Commercial Painting in 2026 | Speaker: Austin Houser (Base Coat Marketing Company) *PCA EXPO Sponsor | Room: Pacific B/C
- ● The Real Reason Your Team's Falling Apart— and Why Avoiding Conflict Is Costing You Thousands | 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 (PaintScout) *PCA EXPO Sponsor | Room: Asia 4
- ● Creating a White Glove Experience for your Customers from Start to Finish | Speaker: Justin Gordey (Harpeth Painting) | Room: Asia 5
- ● The Power of Networking | Speaker: Steve Harper (Ripple Central) | Room: Australia 3
- Hands-On Workshop: Hands-On with Innovation: Emerald® Symmetry™ & Forte™ | Speaker: Manny Velez | Presented By Sherwin-Williams *PCA EXPO Sponsor | Room: Product Theater 1 - Atlantic C
- ● Hands-On Workshop: Surface Preparation for Millwork & Cabinetry | Speaker: Denny Jahnz (SurfPrep) | Room: Product Theater 2 - Atlantic C

5:30PM – 7:00PM Behr Women In Paint Happy Hour | **Location: Crescent Terrace PCA en**

5:45PM – 6:45PM Español Happy Hour Sponsored by Benjamin Moore | **Location: Cabana**

February 18, 2026

6:30AM – 2:30PM Registration | **Room: Convention Foyer**

6:30AM – 7:30AM Breakfast | **Room: Pacific B/C Foyer**

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

- ● Workshop: Build Your Automated Customer Journey in 60 Minutes | Speaker: Tanner Mullen (Drip Jobs) *PCA EXPO Sponsor | Room: Pacific B/C
- 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
- 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
- Hands-On Demo: The Standard for Excellence - Best-Practice Application for Consistent Coverage | Speaker: Mike Mundwiller | Presented By Benjamin Moore *PCA EXPO Sponsor | Room: Product Theater 1 - Atlantic C

8:00AM – 11:00AM Descubre PCA

Introducción del PCA para Contratistas Locales de Habla Hispana* | Haz **clíc aquí** para conocer más sobre la agenda de eventos que haremos para conocer más del PCA | **Room: Australia 3**

8:30AM – 8:45AM Break

8:45AM – 9:45AM Breakout & Workshop Sessions



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- *Becoming A Manager: A Case Study* | *Speakers: Nick Slavik (Nick Slavik Painting & Restoration Co) & Dr. Jeff Cornwall (The Entrepreneurial Mind)* | **Room: Pacific B/C**
- *Document Today, Profit Tomorrow: How Better Systems Drive Growth* | *Speaker: Lily Steffen (CompanyCam)* | **Room: Asia 1**
- *The M.A.S.T. Method - How I Built a Waiting List of 400+ Techs & Salespeople Ready to Hire On-Demand* | *Speaker: Brandon Vaughn (HireBus)* | **Room: Asia 4**
- *Stop Getting Burned: How to Actually Manage Your Marketing Agencies* | *Speaker: Diana Mitrea (Precision Painting Plus)* | **Room: Asia 5**
- *Hands-On Demo: Epoxy Application* | *Speaker: Repair-Care *PCA EXPO Sponsor* | **Room: Product Theater 1 - Atlantic C**
- *Hands-On Demo: The Benefit of Using The Right Application Tool & Process* | *Speaker: Titan Tool *PCA EXPO Sponsor* | **Room: Product Theater 2 - Atlantic C**

9:45AM – 10:00AM Break

10:00AM – 11:00AM Breakout & Workshop Sessions

- *Decode Your Team: How Working Genius Reveals Strengths, Gaps, & Growth Opportunities* | *Speaker: Kevin Banks (Helton Real Estate Group)* | **Room: Pacific B/C**
- *Risk Management: Policies, Premiums, & Common Risks* | *Speaker: Jack West (Federated Insurance)* | **Room: Asia 1**
- *Panel: Partnerships - Built For Success* | *Speakers: Hayes Painting, Provision Painting & Malone Painting* | *Moderator: Haakon Hansen (Aleph Holdings)* | **Room: Asia 4**
- *Leading With Empathy: The Long Game of Building High-Performing Teams* | *Speaker: Shane Fast (Renew Painting)* | **Room: Asia 5**
- *Hands-On Demo: Epoxy Application* | *Speaker: Repair-Care *PCA EXPO Sponsor* | **Room: Product Theater 1 - Atlantic C**
- *Hands-On Demo: The Benefit of Using the Right Application Tool & Process* | *Speaker: Titan Tool *PCA EXPO Sponsor* | **Room: Product Theater 2 - Atlantic C**

11:00AM – 11:15AM Break

11:15AM – 11:20AM Main Stage Programming | **Room: Pacific B/C**

11:20AM – 12:20PM Keynote Speaker

The Economic & Policy Outlook for 2026 & Beyond | *Speaker: Dr. Doug Holtz-Eakin (American Action Forum)* | **Room: Pacific B/C**

12:20PM – 12:30PM Main Stage Programming | **Room: Pacific B/C**

12:30PM – 1:30PM Grab-&-Go Lunch | **Room: Pacific B/C Foyer**

12:30PM – 5:00PM Tradeshow | **Room: Atlantic B**

6:00PM – 9:00PM Benjamin Moore Sponsored Evening Reception | **Location: Swan & Dolphin Causeway**



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February 19, 2026

7:30AM – 8:30AM Breakfast | **Room: Pacific B/C Foyer**

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

- Workshop: Stop Clicking, Start Winning - How AI Is Changing Estimating for Commercial Painters | Speaker: Johnny Maghzal (Togal.AI) ***PCA EXPO Sponsor** | **Room: Pacific B/C**
- You Don't Have a Business Problem, You Have a Vision Problem | Speaker: Josh Abramson (Allbright Painting) | **Room: Asia 1**
- Transitioning From W-2 To Subcontractors | Speaker: Zach Kenney (ZK Painting) | **Room: Asia 4**
- Panel: Estimating | Speakers: Tom Droste (Estimate Rocket), Gaby Santiago (No Drip Painting), & Stuart Mackay (Elite Business Advisors) | **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**
- Introduction to Professional Wallpaper Installation | Speakers: Peter Suci & Jennifer Suci (European American Decorative Painting Ltd.) | **Room: Product Theater 1 - Atlantic C**

9:30AM – 9:45AM Break

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

- Workshop: The Software Powering 7-Figure Painting Companies | Speaker: Jayden Rutkowski & Nastassia Reicher (PaintScout) ***PCA EXPO Sponsor** | **Room: Pacific B/C**
- 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**
- Panel: Marketing | Speakers: Tom Heiler (Heiler Painting) & Garrett Martell (Two Day Painting) | Moderator: Nate Streeter (Aleph Holdings) | **Room: Australia 3**
- Introduction to Professional Wallpaper Installation | Speakers: Peter Suci & Jennifer Suci (European American Decorative Painting Ltd.) | **Room: Product Theater 1 - Atlantic C**
- Hands-On Demo: Masking With Moose - Masking & Containment Systems That Increase Speed & Profitability | Speaker: Christian Manhard (Moose Painting) | Sponsored by 3M & Lowe's | **Room: Product Theater 2 - Atlantic C**

10:45AM – 11:00AM Break

11:00AM – 12:00PM Breakout & Workshop Sessions

- Workshop: Time Tracking & Safety Management | Speaker: Bracken Anderson (BusyBusy) ***PCA EXPO Sponsor** | **Room: Pacific B/C**
- People First? Nah...Person First! Who You Are Becoming Impacts What You Are Building | Speaker: Brad Ellison (Ellison Painting) | **Room: Asia 1**



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- **Panel: Why Most Painting Companies Make Money...& Still Go Broke** | **Speakers:** Calvin Pate (Harrison Contracting Company), Dave Graham (Central Painting), & Lacie Ilsley (AI Painting Plus) | **Moderated By:** Sean Gillespie (Harrison Contracting Company) | **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**
- **The Science of Paint** | **Speakers:** Mike Mundwiller & Cynthia Ruiz | **Presented By Benjamin Moore** *PCA EXPO Sponsor | **Room: Australia 3**
- **Spraying With Moose: Techniques, Tools & Systems for Pro Finishes** | **Speaker:** Christian Manhard (Moose Painting) | **Sponsored By:** Graco, Inc. | **Room: Product Theater 2 - Atlantic C**

12:00PM - 12:30PM Lunch | **Room: Pacific B/C Foyer**

12:30PM - 1:00PM Who We Are: An Interactive Attendee Polling Session

Speaker: Caitlin Reed (Public Opinion Strategies) | **Room: Pacific B/C**

1:00PM - 2:00PM The Art of Storytelling: Disney Insights for Contractors

Speakers: Scott Vedder (Disney Institute) & Chad VanLue (Pittsburgh Paints Co.) | **Presented by Pittsburgh Paints** | **Room: Pacific B/C**

2:00PM - 2:30PM Closing Session

Investing In the Growth of Every Contractor | **Speaker:** Maggie Kuyper (Harpeth Painting) | **Room: Pacific B/C**

6:00PM - 10:00PM Sherwin-Williams Sponsored Evening Reception | **Location: ICEBAR**

Address: 8967 International Dr, Orlando, FL 32819 | ***Shuttle transportation will be provided. Please check the EXPO app for more information.**

February 20, 2026

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

210 S Bass Rd, Kissimmee, FL 34746 | ***Please note: transportation will be at your own expense. We encourage carpooling or the use of ride-share services. Refreshments will be provided.**

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