

# 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 & Celebration of 2026 Award Winners in the Hall of Excellence | **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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## February 16-20, 2026

### 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**

5:45PM - 6:45PM PCA en Español Happy Hour Sponsored By Benjamin Moore | **Location: Cabana Deck**

## 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
- How Painting Businesses Actually Scale: The Hidden Growth Ceilings Between \$500K & \$5M | 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 Descubra PCA

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

8:30AM - 8:45AM Break

# PCA EXPO 2026 Agenda

## February 16-20, 2026

### 8:45AM – 9:45AM 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 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 Mainstage Programming | Room: Pacific B/C

*A Salute to Veterans sponsored by Behr*

### 11:20AM – 12:20PM Mainstage Programming | Room: Pacific B/C

*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

*Industry Update by Rob Sheehan, Benjamin Moore and Honoring PCA Industry Award Winners*

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

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

# PCA EXPO 2026 Agenda

## February 16-20, 2026

6:00PM – 9:00PM Benjamin Moore Sponsored Evening Reception | **Location: Lake Terrace**

### February 19, 2026

8:00AM – 8:30AM Breakfast | **Room: Pacific B/C Foyer**

8:00AM – 12:00PM Registration | **Room: Convention 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), & Brandon McCullough (Pro-Vision Painting), Jesse Ramos (TJ's Pro Painting), & Theo Vairaktaris (Usher Group) | Moderator: Chris Elliott (OnIT Painting) | 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 Suciú & Jennifer Suciú (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), & Chris Elliott (OnIT Painting) | Moderator: Nate Streeter (Aleph Holdings) | Room: Australia 3*
- ● *Introduction to Professional Wallpaper Installation | Speakers: Peter Suciú & Jennifer Suciú (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

# PCA EXPO 2026 Agenda

## February 16-20, 2026

- *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*
- *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 - 12:45PM** Mainstage Programming

*Introducing PCA's Membership Engagement Manager & Industry Update from Gabby Torres (Sherwin-Williams)*

**12:45PM - 1:15PM** Who We Are: An Interactive Attendee Polling Session

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

**1:15PM - 1:20PM** Paint It Forward Charity Update

**1:20PM - 1:50PM** 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*

**1:50PM - 2:15PM** 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**

**\*Spanish Language Subtitles Will Be Available For Any Mainstage Programming & Main Stage Workshops.**