



RESIDENTIAL FORUM

INSPIRATION, EDUCATION, SUPPORT



21st Annual

San Antonio
August 12-13,
2021

Advanced Shop Talk

Where Contractors Share Best Practices

The “New Normal” - Adapting to Change

August 12-13, 2021
Omni la Mansion, San Antonio TX



AST 21

Advanced Shop Talk

The “New Normal” - Adapting to Change

TRENDS in the Painting Industry - Emily Howard, APC

In our opening keynote, Emily Howard will share Industry Insights and the trends found in APC's latest Operations Survey along with insight on hiring trends, technology and pricing changes over the past year.

Emily Howard is the Editor in Chief of APC (American Painting Contractor), a publication serving professional painters and painting contractors since 1924. She joined APC in 2008 and has served in multiple roles. She loves listening to and telling the story of painting contractors.



Working With Your Spouse: The Dangers & Delights of Co-Management - Mark & Nicole Black

Using their personal experiences and lessons learned from years of co-management, Mark and Nicole will discuss the pros and cons of working with your spouse. They'll share tips on how to use your God-given, (and often opposite) strengths for the betterment of your company, yourself, and even your marriage!



Mark and Nicole Black are the owners of Men In White Painting in Mt. Vernon IL. They produce an even split of Residential and Commercial Repaints each year with a crew of 10-12 field employees. In addition to running the business together, they are raising 5 children, a brood of chickens, and a few goats.

Do You Run Your Business Or Does Your Business Run You? - Jason Paris

Many of us have moved from being self-employed and working solo to starting a business and hiring employees, thinking that we've successfully made the leap. Unfortunately, it's easy to miss the most critical step – the full transition from owning a “job” to owning a “business.”



Jason will share from experience what it was like when his business was still running him, the practical steps he took to step into a true ownership role, and his most recent transition to empowering his team to run the daily operations of his business without him.

Jason is a Minnesota native who graduated from the University of Minnesota with a degree in economics. His dream was always to pursue owning his own business, and while completing his business studies he was introduced to the painting industry through a college program where he managed painting crews and sales. After graduating, he was equipped with the skills and industry knowledge to launch his own painting business, Paris Painting, which quickly grew into an industry leader as an example of how professionalized painting businesses can excel and scale.

Price Elasticity & the Difference It Can Make In Your Business - Tom Lopatosky

Many of us realize that the key to being able to provide better experiences for our clients, better work environments for our employees, and better incomes for ourselves & our families relies in our ability to maximize profit margin without sacrificing quality.

What many of us DO NOT realize is how elastic our pricing really can be.



In this presentation Tom will walk us through real world examples of how stretching the limits of price elasticity has made a dramatic impact in his business and life. He'll show us how we may be able to apply some of his concepts to our own businesses pretty easily as well.

Tom Lopatosky has run LOPCO Contracting in Providence, RI since 1995 – the “Personable, Particular Professionals” – which specializes in exterior & interior painting and carpentry. Recently LOPCO Contracting was named ‘RI's Finest Painting Contracting Company’ by ShopInRI Magazine. Tom is a past recipient of the “Humanitarian of the Year” award from the PCA and received a “40 Under 40” award from the Providence Business News.

Technology In The Workplace Open Discussion

If there's one thing you can count on changing from year to year it's the tools available to help us all run smoother and more efficient businesses. In this open forum discussion we'll share new tips, tricks, and apps to keep our businesses streamlined and successful.



Hot Topics

Back by popular demand! We'll close out each day with hot topics. Have a question for your peers? Drop it in the bowl during the day and we'll query the room and answer as many as we can.



Hiring: Best Practices for the "New Normal" - Art Snarzyk



Hiring continues to be one of the most important aspects of running a successful business, but also one of the most challenging. In this session Art will share strategies and best practices for minimizing the

headaches and maximizing your results.

In management and hiring since 1996 and owner of a successful painting company for 9 years, Art knows first-hand the hassle, expense, and headache of trying to hire and develop quality employees. Through his consulting company, InnerView Advisors, Art uses behavioral science to help managers and business owners become better versions of themselves and help them find workers who naturally fit their work.

Sales Strategies for Maximum Business Growth - Garrett Martell

Garrett will share an overview of his sales program, including a live role play on how to become a master closer. He will review his methods for handling almost any objection a



customer could possibly give you and help you learn to close at unprecedented rates.

The key to scaling a successful painting business is strong marketing and sales, and this session will get you ready to grow your business!

With a Master's degree in Marketing and Management and a start with College Pro Painters, Garrett Martell now owns 3 successful companies in the home improvement industry, including Two Day Painting. His focus on creating business systems and becoming an expert in sales has allowed Garrett to reach his goal of doubling (and sometimes tripling) his business year after year since the start.

Crisis Management & Embracing Change Panel Discussion

The 2020 global crisis made it necessary for business owners to adapt to change and navigate a "new normal" with no notice or preparation. In this panel discussion we will hear from several peers on how they handled the pandemic, crisis management, and learning to embrace change as our businesses grow and evolve.

Marketing At The Speed Of Light Roundtable Discussion

With the world at our fingertips at all times thanks to smart phones, tablets, ipads, etc. it can be hard to capture the attention of our ideal customers. In this facilitated roundtable discussion, we will share and explore best practices for slowing down the pace and capturing the eye of our customers for long enough to prompt them to send an email or give us a call. Come with questions for you peers and examples of campaigns and strategies that worked well in your business. Leave with fresh ideas or a new take on an old approach to maximize your marketing efforts.



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Conference Schedule

Wednesday, August 11, 2021

- 3:00 PM - 5:00 PM Early Check-in & Registration for AST 21
- 7:00 PM - 9:00 PM Welcome Party for all Attendees Sponsored by Benjamin Moore

Thursday, August 12, 2021

- 7:30 AM - 8:00 AM Registration for AST 21
- 8:00 AM - 8:15 AM Welcome & Ice Breaker
- 8:15 AM - 9:00 AM TRENDS in the Painting Industry
Emily Howard - APC
- 9:00 AM - 9:45 AM Working with Your Spouse: The Dangers and Delights
Mark & Nicole Black
- 9:45 AM - 10:15 AM Refreshment Break
- 10:15 AM - 11:40 AM Do You Run Your Business Or Does Your Business Run You?"
Jason Paris
- 11:40 AM - 12:00 PM Sponsor Spotlight
Benjamin Moore
- 12:00 - 1:15 PM Lunch
Sponsored by Federated Insurance
- 1:20 PM - 1:30 PM Sponsor Spotlight
Federated Insurance
- 1:30 PM - 2:15 PM Price Elasticity
Tom Lopatosky
- 2:15 PM - 3:00 PM Open Discussion
Technology
- 3:00 PM - 3:30 PM Refreshment Break
- 3:30 PM - 3:40 PM Sponsor Spotlight
Aleph Holdings
- 3:40 PM - 4:15 PM Hot Topics
- 4:15 PM - 4:30 PM Wrap Up
- 6:30 PM - 9:30 PM Evening Reception
Sponsored by Sherwin Williams

Friday, August 13, 2021

- 8:00 AM - 8:20 AM Awards & Election of Officers
- 8:20 AM - 8:40 AM PCA Updates
- 8:40 AM - 9:00 AM Sponsor Spotlight
Sherwin Williams
- 9:00 AM - 10:00 AM Hiring: Best Practices For The “New Normal”
Art Snarzyk
- 10:00 AM - 10:30 AM Refreshment Break
- 10:30 AM - 11:15 AM Sales Strategies for Maximum Business Growth
Garrett Martell
- 11:15 AM - 11:25 AM Sponsor Spotlight
Shurtape Technologies
- 11:25 AM - 12:15 PM Panel Discussion
Change / Crisis Management
- 12:15 PM - 1:15 PM Lunch
- 1:20 PM - 1:30 PM Sponsor Spotlight
Advisors on Target
- 1:30 PM - 2:30 PM Marketing At The Speed Of Light
Roundtable Discussion
- 2:30 PM - 3:00 PM Refreshment Break
- 3:00 PM - 3:40 PM Hot Topics
- 3:40 PM - 4:00 PM Conference Wrap Up

[AST 21 - Registration & Hotel Information](#)

REGISTRATION COSTS

\$695 per attendee

Includes all materials, lunch, snacks and receptions

Register online and pay with a credit card through the link below:

[Register Now](#)

Hotel Reservations

Make your hotel reservations online.
Simply click on the following link to book your room.

Make Your Reservation

The group rate of \$169 is good from August 9 - 16, 2021
Come early or stay and enjoy the weekend in San Antonio

Group Rate Deadline is **Monday, July12, 2021 at 5 pm EST.**



Omni la Mansion - San Antonio
112 College Street, San Antonio, Texas, 78205

Questions?

Please contact the Residential Forum office at

residentialforum@gmail.com