

ELEVATE 2026

PWNA ANNUAL CONVENTION SHOW GUIDE



SCHEDULE AT-A-GLANCE

TUESDAY, FEB 17TH

8am - 4pm Solar Safety & Cleaning with Steve Williams, ISCA \$

8am - 4pm Niche Market & Gas Station Cleaning with Carlos Gonzales \$

4pm - 6pm PWNA Enterprise Member Welcome Social

WEDNESDAY, FEB 18TH

7:00 AM - 5:00PM - Registration Open

8am - 11am PWNA Exhibitor Move-In

8am - 2pm Exhibitor Setup

8am - 3pm Certification Classes & Hands-On Training \$

- 8:00 AM - 9:50 AM | Fleet Washing with Paul Laramée, Nik Bibic, and Heath King
- 8:00 AM - 9:50 AM | House Washing with Ryan McGowan, Mike Dangler, and Trudi Weikcum
- 8:00 AM - 3:00 PM | Simple Rope Access with Michael Draper
- 10:00 AM - 12:00 PM | Drone Safety with Ramon Burke
- 10:00 AM - 12:00 PM | Flatwork with Trevor Shamblin and Andy Reinsel
- 1:00 PM - 3:00 PM | Roof Cleaning with Bo Josetti, Jim Pasternak, and Joe Schoettle
- 1:00 PM - 3:00 PM | Concrete & Paver Sealing with Clint Reynolds and Mark Tuliano

4pm - 6pm Outdoor Demonstrations

6pm Opening Reception - DJ, Corn Hole Tournament, & Skid Giveaway

**Education
Sponsored By:**



THURSDAY, FEB 19TH

7:30 AM - 5:00PM - Registration Open

- 8:00 AM - 10:50 AM | High Voltage, High Risk: Solar Panel Cleaning Hazard Awareness with Steve Williams
- 8:00 AM - 9:20 AM | Engineered for Action: From Pump Fails to Pro Builds with Kim Handl and Tracy Handl
- 8:00 AM - 8:50 AM | Beyond the Hose: Insurance Strategies Every Contractor Needs with John Lettieri
- 9:30 AM - 10:50 AM | Inside the Machine: Diagnosing Engines & Burners Like a Pro with Paul Kassander
- 9:00 AM - 10:50 AM | Prospecting to Profit: Your Commercial Roadmap with Trevor Shamblin, Ramon Burke, Connor Eubanks, and Robert Cohn
- 11:00 AM - 12:00 PM | 5 Stages of Hypergrowth with Brandon Vaughn

11:30am - 1pm Women's Wine & Wash

1pm - 5pm Trade Show, Giveaways

5pm - 6pm PWNA Membership Briefing & Awards Ceremony- Skid Giveaway

FRIDAY, FEB 20TH

7:30 AM - 5:00PM - Registration Open

- 8:00 AM - 10:50 AM | Choosing The Right Equipment For Each Type of Solar Array with Steve Williams
 - 8:00 AM - 8:50 AM | Nobody Wants to Work Anymore - Or Do They? with Fred and Christine Hodge
 - 8:00 AM - 9:20 AM | From Hustle to Healthy Bottom Line: Business Numbers Made Simple with Marie Reinsel and Janelle Moss
 - 9:00 AM - 9:50 AM | Ask The Expert: Real-World Solutions from the Field
 - 9:30 AM - 10:50 AM | Softwash Fundamentals, Tools & Troubleshooting with Ramon Burke and AC Lockyer
 - 10:00 AM - 10:50 AM | Mastering the Water Fed Pole: Techniques for Safe & Efficient Window Cleaning with Trevor Shamblin and Doug Apt
 - 11:00 AM - 12:30 PM | The AI Playbook: Winning in the New Era with DJ Carroll
- 1pm - 4pm Trade Show, Auction, & Skid Giveaway
4pm - 6pm Exhibitor Move-Out

HOTEL INFO:

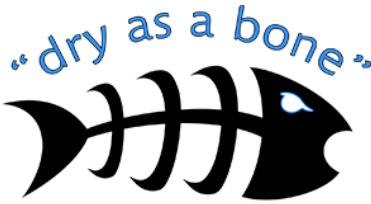
DOUBLETREE ORLANDO AT SEAWORLD
10100 INTERNATIONAL DRIVE ORLANDO FL 32821
407-352-1100

PWNA.org | 800-393-7962 | info@PWNA.org



2026 SPONSORS

*as of 12/30/2025



DECO PRODUCTS, INC.



PWNA Board of Directors and Staff would like to thank
all our sponsors including those not listed above!

Outdoor Demonstrations

WEDNESDAY, FEB 18TH 4PM - 6PM

Come see the latest equipment in action!



**Opening Reception
Sponsored By:**

PSiProGroup

AHATTEK
ROBOTICS AND UAV DEVELOPMENT

Opening Reception

WEDNESDAY, FEB 18TH, 6PM - 8PM

Kick off Elevate with a fun, laid-back Opening Ceremony—your first chance to connect with fellow contractors, vendors, and industry friends. Enjoy networking, light appetizers, a cash bar, and DJ music as you get plugged into the energy of the week ahead, and don't miss our Skid Giveaway* to close out the evening.

*Skid Giveaway disclaimer: must be a PWNA member, present to win, and eligible winners may only win once; vendors and related parties are excluded.

**Cornhole
Sponsored By:**



Madison Lipker Memorial Cornhole Tournament

WEDNESDAY, FEB 18TH, 6PM - 8PM

Proceeds to benefit National Pediatric Cancer Foundation



**NATIONAL
PEDIATRIC
CANCER
FOUNDATION***

Thank You to Our Skid Sponsors



2026 SHOW GUIDE

Convention Sponsor



PWNA Membership Briefing & Awards Ceremony

THURSDAY, FEB 19TH, 5PM

Join us for a night of celebrating as we present the 2026 Awards including the President's Award, Award of Excellence, Joseph Walters Award, and Phil Ackland Legacy Award.



Be there for the PWNA Skid Giveaway*

*Must Be A PWNA Member, Present to Win, and Can Only Win Once
Vendors and related parties are excluded*



Scan To View Schedule

**Wine & Wash
Sponsored By:**



Women's Wine & Wash

THURSDAY, FEB 19TH, 11:30AM - 1PM



This year's Wine & Wash will be a special joint event with PWNA Women's Wine & Wash and the IWCA Women of the Industry, bringing together incredible women from both associations for an afternoon of networking, laughter, and conversation.

EXECUTIVE BOARD

2026 PWNA Board

BOARD MEMBERS



Clint Reynolds
President



Jim Pasternak
Vice President



Mike Dingler
Treasurer



Jonnathan Hernandez
Secretary



Ty Eubanks
Past President



Leaett Lipker
Executive Director



Marie Reinsel
Controller



Michael Draper
Safety Director



Daryl Mirza
Advisor



Trevor Shamblin



Nik Bibic



Joy Miller



Ryan McGowan



Heath King



Ramon Burke



Andy Reinsel



Paul Laramie



Bo Josetti



Paul Kassander



Bob Gruetzmacher

2026 EXHIBITORS

*as of 12/30/2025



Trade Show Floor Map



Attendees visit the trade show floor for your chance to win awesome giveaways throughout Elevate and on Friday 20th, 3:30PM for a Skid Giveaway*. THANK YOU to all the exhibitors who participated in the Giveaways!

*Skid Giveaway disclaimer: must be a PWNA member, present to win, and eligible winners may only win once; vendors and related parties are excluded.

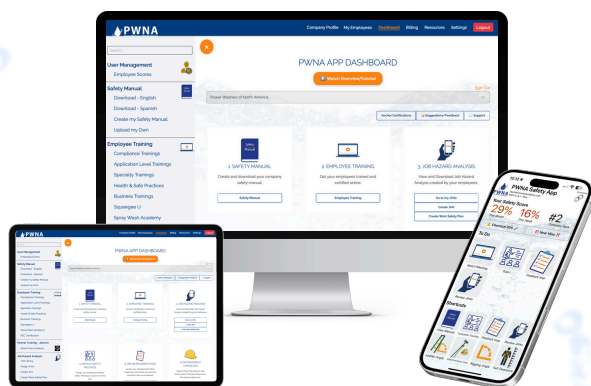


Elevate Your Exterior Cleaning Business with PWNA



Education is one of the 4 pillars of PWNA. Gain a competitive edge with our expert training and certification, available online, at our annual convention, and regional events. Certified PWNA members stand out as trusted professionals, delivering quality work that leads to more referrals and business growth.

Sharpen your skills faster with PWNA's education library featuring 40+ classes in exterior cleaning, restoration, water reclamation, and more. Plus, our business-focused courses cover marketing, professionalism, accounting, and other essentials to help you run a smoother, more profitable operation.



Enterprise Membership includes:

- ✓ **MOBILE APP FOR TECHS**
- ✓ **OSHA-COMPLIANT SAFETY COURSES**
- ✓ **POWER WASHING CERTIFICATIONS**
- ✓ **WINDOW CLEANING CERTIFICATIONS**
- ✓ **WEEKLY SAFETY VIDEOS**
- ✓ **INSPECTION CHECKLISTS & JHA FORMS**
- ✓ **40+ CLASSES ONLINE, BI-LINGUAL SDS SHEETS & MORE**

New membership proudly sponsored by DECO Products, specializing in high performance waterproofing and decorative coatings



DECO PRODUCTS, INC.

\$100 paid by DECO when you use code
100DECO at checkout

Benefits of Membership

- **Access to Resources:** PWNA members gain exclusive access to comprehensive resources and training opportunities in the power washing and window cleaning industry.
- **Certification Advantage:** Becoming trained and certified through PWNA sets you apart from competitors, showcasing your skills and knowledge to potential clients.
- **Enhanced Reputation:** In today's age, consumers research contractors online—PWNA certification helps you stand out with added credibility and a listing in our national directory, making it easier for customers to find and choose your business.
- **Stay Current:** PWNA offers up-to-date training on safety, compliance, and technical expertise, essential for success in the power washing industry.
- **Expert-Led Training:** Learn from industry experts on topics like cleaning, restoration, environmental issues, and water reclamation to improve efficiency and results.
- **Regulatory Education:** PWNA provides essential education on OSHA, EPA, and DOT regulations, helping you stay compliant and ahead in the industry.
- **Advocacy and Support:** PWNA advocates on behalf of mobile contractors, ensuring you have the support needed to navigate the industry's challenges.
- **Business Growth:** Training and certification through PWNA lead to improved skills, greater customer satisfaction, and a more profitable business.

JOIN NOW

