



AkzoNobel

North American Performance Group Conference

Acoat Selected North American Performance Groups offer unparalleled peer-to-peer networking opportunities. The focus of performance groups is to enhance the performance of the individuals and businesses represented through a mutually beneficial exchange of information, success stories and advice. North American Performance Groups provide opportunities for performance benchmarking, sharing best practices and customized training.

San Diego, CA
March 4-6, 2026

Acoat Selected

AkzoNobel



Don't miss this opportunity. [Register today!](#)



As if all that sunshine weren't enough, [San Diego](#) is a waterfront city with top-notch restaurants, beautiful ocean-sprayed vistas, neighborhoods that are steeped in history and culture, and a centrally located urban park. Whether you're spending a few days indulging in the city's myriad of [beaches](#) and [surf spots](#), visiting the aquatic attractions [SeaWorld San Diego](#) and [Mission Bay Aquatic Park](#), or exploring the inland offerings of the city, San Diego will not disappoint.

Perhaps the best place to start is in [Balboa Park](#), 1,200 acres of pristine emerald green in the heart of the city, home to 17 museums, the most populous koala colony outside of Australia, and the largest outdoor instrument in the world. Get a sense of this oasis' many wonders by beginning the day at the [San Diego Zoo](#).

When eating in San Diego, seafood and Mexican—and sometimes both, as with its famous fish tacos—often take center stage. From food trucks to super casual eateries to bucket-list fine dining, dozens of delicious options dot the city.

Explore can't-miss shops and hangouts in key neighborhoods such as the [Gaslamp Quarter](#), [Little Italy](#), [North Park](#), [Old Town](#), and others, and [get around](#) via the extensive system of trolleys, light rail, trains, buses, and water taxis.





Program

Wednesday, March 4

8:00 am - 9:00 am	Welcome and Industry Update/Overview
9:00 am - 10:00 am	Close the Deal
10:00 am - 11:00 am	TBD - Kyle Krumlauf/CCC
11:00 am - 12:00 am	TBD
12:00 pm - 1:00 pm	Lunch
1:00 pm - 5:00 pm	Performance Group breakouts
5:30 pm - 6:30 pm	Guest Reception (<i>invitation only</i>)
6:30 pm - 8:30 pm	Welcome Reception (all attendees)

Thursday, March 5

7:00 am - 8:30 am	Breakfast and Welcome presentation
8:00 am - 12:00 pm	Performance Group breakouts
12:00 pm - 1:00 pm	Lunch
1:00 pm - 5:00 pm	Performance Group breakouts
6:00 pm - 9:00 pm	TBD

Friday, March 6

7:00 am - 8:00 am	Breakfast
8:00 am - 12:00 pm	Performance Group Meetings

Please make air travel arrangements for departure after 3:00pm.



Close the Deal: Boost Office Staff Conversion Rates

Jim Lovejoy, AkzoNobel Coatings

In today's shifting economy, many shops are experiencing a drop in business as consumers weigh repair decisions against rising costs and financial uncertainty.

Common concerns include:

Higher deductibles.

Increased insurance premiums.

Customers opting to cash out rather than repair their vehicles.

Your office staff plays a critical role in capturing and converting those opportunities from the very first interaction.

This session will help you:

Build a sales-driven culture that supports staff in guiding customers to make informed repair decisions.

Identify each customer's primary needs and align your shop's benefits to offer the right solutions.

Apply proven strategies champion shops use to track performance and incentivize both staff and customers.

Strengthen your closing ratio with effective tools, conversations, and customer-centric approaches.

Walk away with a clear plan to turn more inquiries into jobs, and more jobs into loyal customers.



Title TBD

Kyle Krumlauf, CCC Intelligent Solutions

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General Session Keynote

TBD

[TBD](#)

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2026 Acoat Selected Spring Conference

Performance Group Meetings



Spend three days working on your business instead of working in your business.

Imagine being with over one hundred shop owners for the sole purpose of exchanging business growth ideas. That is exactly what happens at Acoat Selected Performance Group meetings.

Acoat Selected Performance Group members meet to share successes, find solutions to problems, and make new relationships with like minded shop owners from across North America. The wealth of knowledge and experience present at these meetings is nothing short of awe inspiring.

The meetings consist of two primary functional arrangements - group activities and individual sub-group sessions. Group activities include keynote speakers, idea contests, panel discussions, early bird classes, awards ceremonies, and a host of other venue specific functions. Members mingle and converse with the group at large during these membership-wide activities. Many of the people in attendance remark about how much they value the conversations that take place at the group functions. With so many people in attendance you are sure to find someone who has solved the problems you face or has had a great business improvement idea you can implement. The second functional arrangement, sub-group sessions, is where the hard work gets done. Similar in method to a conventional 20 group, members of like sized shops analyze financial data, formulate improvement strategies, assist each other in problem solving, and share experiences. The close friendships, both personal and professional, created at the meetings are immensely valuable to the members. They know that anytime during the year they can contact a known, trusted shop owner for advice. That is a good feeling.

"The performance group meetings have been outstanding. I find that just getting away from the business twice a year to attend the meetings improves my perspective significantly. The opportunity to benchmark, to collaborate with my peers in the industry, and to set new goals has really sharpened my skills as a businessman. It's made a difference on the bottom line!"

Van Takemoto
Island Fender

Host Hotel



San Diego Hard Rock Hotel

You're always the main act at the Hard Rock Hotel San Diego. Experience our music-infused amenities and world-class service. Located in the heart of the famed Gaslamp Quarter. Get into the star treatment with our rooms and suites complete with minibars, large flatscreens, fast Wi-Fi, a luxurious tub, and our signature Hard Rock beds.

World-class Japanese cuisine, classic American fare, a lively sports bar, and a beautiful rooftop pool and bar are all here at the Hard Rock Hotel San Diego. From morning to night, there's culinary adventures to enjoy for everyone and for every taste.



207 Fifth Ave
San Diego, CA 92101



San Diego International Airport (SAN)

San Diego International Airport is the primary international airport serving San Diego and its surrounding metropolitan area. The airport is located just three miles northwest of downtown San Diego and is the busiest single-runway airport in the United States, with a relatively small footprint, covering 663 acres of land. Interestingly, it was the first federally certified airfield to serve all aircraft types, including seaplanes.

SAN to Hard Rock Hotel

UberX	\$28
UberXL	\$30
Uber XXL	\$33
Uber Electric	\$35
Uber Black	\$48

Rideshare fees are estimates provided by the service providers and will vary based on time of day and demand.





Don't delay!

Register today

Register here:

<https://acoat.me/March2026NAPG>

First time attendees are required to submit 12 months of financial and operational data (Jan-Dec 2025). Please consult with your local AkzoNobel Services Consultant prior to registration.

March 2026 North American Performance Group Conference

For more information, please contact your local AkzoNobel Services Consultant or:

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