

PCPA



| Monday, April 20, 2026 | Event | Locations |
|---------------------------|--|------------|
| Noon-4 p.m. | Optional: Versa Press Manufacturing Workshop | Peoria, IL |

| Tuesday, April 21, 2026 | Event | Locations |
|----------------------------|--|------------|
| 8 a.m.-3:15 p.m. | Optional: Versa Press Manufacturing Workshop | Peoria, IL |

| Wednesday, April 22, 2026 | Event | Locations |
|------------------------------|---|---------------|
| 10 a.m.-5:30 p.m. | PCPA Board of Directors/Heads of Houses (by invitation only) | |
| 2-4:30 p.m. | Exhibitors set up displays | |
| Midday (TBD) | PCPA HoH lunch sponsored by Color House Graphics (by invitation only) | |
| 6:30-8:30 p.m. | PCPA dinner sponsored by Nord Compo (by invitation only) | Outside Venue |

| Thursday, April 23, 2026 | Event | Locations |
|-----------------------------|---|---------------|
| 8 a.m.-5 p.m. | Registration Lanyards sponsored by Kingery Printing Digital Device Charging Station sponsored by Firebrand Technologies | Lobby |
| 9 a.m.-noon | <p>Plenary 1: Welcome- Sandy Wisdom-Martin, President of PCPA Opening Prayer- Terumi Echols, Conference Chaplain Greeting from Platinum Sponsor David Hetherington from Books International</p> <p>Keynote #1: Practical AI for Publishers Panelists:</p> <ul style="list-style-type: none"> Keith Riegert, Stable Book Group, "Getting Started with AI Tools for Publishing Operations" Fauzia Burke, Fauzia Burke Online Marketing, "AI for Marketing: Practical, Personal, and Human-Centered" Chris Lim, spf.io, "Why Translation? The Telos of AI, Christian publishing & a Second Reformation" <p>Moderator: Thad McIlroy, The Future of Publishing Gold Keynote Sponsor FrontGate Media</p> <p>Stretch break.</p> <p>Keynote #2: Accessible Publishing to Serve More People</p> <ul style="list-style-type: none"> Klaus Krogh, 2K/Denmark, "Sustainable Typesetting®" | Worship Space |

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| | <ul style="list-style-type: none"> • Valarie Guagnini, Cambridge University Press, "In Publishing, What Do We Mean by Accessibility?" • Jeff Singleton, Convergence Accessibility, "Designing for Everyone: My Journey into Accessible Technology" <p>Moderator: Michael Johnson, Benetech Gold Keynote Sponsor Versa Press</p> | |
| Noon-1 p.m. | Lunch Networking with Exhibitors <i>Lunch sponsor TBD</i> | Gym & Worship Space |
| 1-2:30 p.m. | Peer groups (select one) <ul style="list-style-type: none"> • Marketing with guest speaker Karen Pavlicin on promoting special sales • Production, Purchasing & Fulfillment • Curriculum with guest speaker Shari Noland • Rights | |
| 2:30-3 p.m. | Networking break with exhibitors <i>Break sponsored by Friesens</i> | Gym |
| 3-4 p.m. | Workshops (select one) <ul style="list-style-type: none"> 1 A- Accessible & sustainable content through fonts and layout-Klaus Krogh 1 B- Open AI in Publishing- Keith Riegert 1 C- Beyond Amazon: Building Online Sales with Independent Bookstores for Mission-Driven Publishers- Andy Hunter 1 D- 10 Tools to Enhance Your Digital Teaching- Shari Noland 1 E- Supply Chain Resilience in Publishing: Mitigating Disruption - David Hetherington | |
| 4-4:15 p.m. | Break and change rooms | |
| 4:15-5:45 p.m. | Peer groups (select one) <ul style="list-style-type: none"> • Editorial • Sales & Service with guest speaker Karen Pavlicin on special sales opportunities for Christian content • Finance, Administration & IT • Design • Fundraising Development | |
| 5:45-6:45 | Reception with exhibitors <i>Reception sponsor TBD</i> | Gym |
| | Dinner on your own | |

| Friday, April 24, 2026 | Event | Locations |
|------------------------|--|-----------|
| 8-9:15 a.m. | <i>MissionMatch: Reimagine Connections. Reach New Possibilities. Respond to Real Needs. (by special advance registration only)</i> <ul style="list-style-type: none"> • 5 minutes: concept overview • 5 roundtable sessions of 10 minutes each • 5 minutes: wrap-up | |
| 9:15-9:30 | Break and change rooms | |
| 9:30-10:30 a.m. | Workshops (select one) | |

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| | <ul style="list-style-type: none"> 2 A Hands-On with AI Translation: Making Your Ministry of Publishing Multilingual-Chris Lim 2 B Fast & Free Accessibility Checks You Can Do Yourself-Jeff Singleton 2 C- Amazon 101: Optimizing Book Listings in an Age of AI -Ian Lamont 2 D Beyond the Basics: Practical Steps to Improve Your Metadata & Discoverability Across Your Digital Channels-Alex Murphy & Sarah Arbuthnot 2 E Best Practices for Author-narrated Audio Books-Larry Bennett & Kathy Krenzien | |
| 10:30-11:15 a.m. | Networking break with exhibitors <i>Break sponsor Bradford & Bigelow</i> | Gym |
| 11:15-12:15 p.m. | Workshops (select one) <ul style="list-style-type: none"> 3 A AI for Marketers: Simple Tools & Smarter Prompts for Real Publishing Tasks- Fauzia Burke 3 B Life Cycle of Accessibility in Publications from Conception to Sale -Valarie Guagnini 3 C Rights & Royalties Playbook: Spreading the Word and Paying it Forward-James Whittaker and Craig Gipson 3 D #Blessed Books: Unlocking BookTok for Christian Publishers-Brandie Herrell 3 E Is your website ready for GEO? Sarah Arbuthnot <i>Hosted by Silver Workshop Sponsor Firebrand Technologies</i> | |
| 12:15-1:15 | Lunch and Networking with exhibitors <i>Lunch Sponsor IPG</i> | Gym & Worship Space |
| 1:15-3 p.m. | Closing plenary- led by Sandy Wisdom-Martin, PCPA President Door prizes Keynote #3: Your Readers Are Everywhere: Strategies for Meeting Them There Three publishing sales & marketing experts share proven strategies for reaching Christian readers through independent bookstores, Amazon optimization, and special sales channels. Learn how to diversify your distribution, maximize visibility across platforms, and connect your content with readers wherever they prefer to shop. <ul style="list-style-type: none"> Andy Hunter, Bookshop.org, <i>The Indie Advantage: Building Bookstore Partnerships That Work</i> Ian Lamont, Amazon consultant, <i>4 things publishers need to know about Amazon's strategic shift to AI</i> Karen Pavlicin, Military Family Books, <i>Strategic Considerations for Growing Bulk Sales that Go Beyond the Transaction</i> Moderator: Becky Loyd, Lifway Christian Publishing <i>Gold Keynote Sponsor AdvantageCS</i> Closing prayer- Terumi Echols, Conference Chaplain | Worship Space |
| 3-4 p.m. | Exhibitors pack up displays | |

Location:

The Sanctuary
965 Anglum Rd
Hazelwood, MO 63042 (about 15 minutes from the St. Louis, MO airport)
Register here: <https://bit.ly/PCPA2026Registration>

Hotel:

[Drury Plaza Hotel St. Louis/St. Charles](#)

380 Mulholland Dr
St Charles, MO 63303

Our discounted rate is available on a first come, first served basis \$155+ tax per night and includes complimentary WiFi in guest rooms, complimentary hot breakfast buffet daily, and complimentary self-parking.
Complimentary shuttle between the Sanctuary & the Drury Plaza Hotel during peak conference commute hours

[Registration link](#) Discounted hotel registration expires March 24, 2026

Questions?

Beth Lewis, Executive Director, PCPA

Beth.lewis@pcpaonline.org or mobile: 763-234-4353

Thank you!

**The PCPA conference would not be possible
without the generous support of our sponsors!**

| Our Sponsors to date | Sponsorships still available |
|---|---|
| Platinum: Books International | 2 more Platinum Sponsors |
| Gold Keynote: AdvantageCS | |
| Gold Keynote: FrontGate Media | |
| Gold Keynote: Versa Press | |
| Friday Lunch: IPG | Thursday Evening Networking Reception Sponsor |
| Heads of Houses Dinner: Nord Compo | Thursday Lunch Sponsor |
| Thursday Break: Friesens | 13 Workshop Sponsors |
| Friday Break: Bradford & Bigelow | |
| Heads of Houses Lunch: Color House Graphics | |
| Conference Shuttle: Total Printing Systems | |
| Digital Device Charging: Firebrand Technologies | |
| Lanyard: Kingery Printing | |
| Silver Workshop: Firebrand Technologies | |
| Silver Workshop: Core Print Solutions | |

2026 Shuttle Bus Schedule

All times approximate based on traffic

Shuttle Bus Sponsor

| | From | To |
|------------------------------|-------------------|-------------------|
| Wednesday, April 22 | | |
| 9:15 a.m. CT | Drury Plaza Hotel | The Sanctuary |
| 5:40 p.m. CT | The Sanctuary | Drury Plaza Hotel |
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| Thursday, April 23 | | |
| 8 a.m. CT | Drury Plaza Hotel | The Sanctuary |
| 8:15 a.m. CT | Drury Plaza Hotel | The Sanctuary |
| 8:30 a.m. CT | Drury Plaza Hotel | The Sanctuary |
| 6:30 p.m. CT | The Sanctuary | Drury Plaza Hotel |
| 6:45 p.m. CT | The Sanctuary | Drury Plaza Hotel |
| 6:50 p.m. CT | The Sanctuary | Drury Plaza Hotel |
| | | |
| Friday, April 24 | | |
| 7 a.m. CT | Drury Plaza Hotel | The Sanctuary |
| 7:15 a.m. CT | Drury Plaza Hotel | The Sanctuary |
| 8:45 a.m. CT | Drury Plaza Hotel | The Sanctuary |
| 9:00 a.m. CT | Drury Plaza Hotel | The Sanctuary |
| 3:15 p.m. CT (2 shuttles) | The Sanctuary | STL airport |



PLATINUM SPONSOR

Drury Plaza Hotel, 380 Mulholland Dr, St Charles, MO 63303

The Sanctuary, 965 Anglum Rd., Hazelwood, MO

Note: if you need a ride on April 24 at 3:45-4 p.m. from The Sanctuary to the Drury Plaza Hotel, please let Beth Lewis know by noon that day.