



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	Plenary 1: Welcome- Sandy Wisdom-Martin, President of PCPA Opening Prayer- Terumi Echols, Conference Chaplain Greeting from Platinum Sponsor David Hetherington from Books International Keynote #1: Practical AI for Publishers Panelists: <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" Moderator: Thad Mcilroy, The Future of Publishing Gold Keynote Sponsor FrontGate Media Stretch break. Keynote #2: Accessible Publishing to Serve More People <ul style="list-style-type: none"> • Klaus Krogh, 2K/Denmark, "Sustainable Typesetting®" 	Worship Space

	<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 <i>Gold Keynote Sponsor Versa Press</i></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) 1 A- Accessible & sustainable content through fonts and layout-Klaus Krogh 1 B- Open AI in Publishing- Keith Riegert <i>Sponsored by Core Print Solutions</i> 1 C- The Indie Bookstore Channel: What Every Mission-Driven Publisher Needs to Know- Cynthia Compton 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)	

	<ul style="list-style-type: none"> • 2 A Hands-On with AI Translation: Making Your Ministry of Publishing Multilingual-Chris Lim <i>Sponsored by Core Print Solutions</i> • 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 & Kobi Fysh • 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 <i>Sponsored by Core Print Solutions</i> • 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? Kobi Fysh <i>Sponsored by 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.	<p>Closing plenary- led by Sandy Wisdom-Martin, PCPA President Door prizes</p> <p>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.</p> <ul style="list-style-type: none"> • Cynthia Compton, American Booksellers Association <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> <p>Moderator: Becky Loyd, Lifeway Christian Publishing <i>Gold Keynote Sponsor AdvantageCS</i></p> <p>Closing prayer- Terumi Echols, Conference Chaplain</p>	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>

Only \$259 for members and only \$359 for non-members

Updated Hotel Reservations Information:

The discounted rooms in our conference block at the Drury Plaza Hotel St. Louis/St. Charles, 380 Mulholland Dr, St Charles, MO 63303 were available on a first come, first served basis and all are taken.

Your options are:

1. You may either [book a room there](#) at their regular rates (worth doing if you want to take advantage of our gratis shuttle during peak commute times to and from the conference).
2. Or, you may, [search for hotel availability](#) in the area via our trusted partner aRes Travel.

aRes Travel is a third-party travel planner. Rates, deposits, and cancellation policies may vary and are the responsibility of the guest. Questions on hotel policies or payments made on aRes website should be directed to the aRes Reservation Center or to the hotel directly.

Questions?

Beth Lewis, Executive Director, PCPA

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Exhibitors, Door Prizes and Conference Specials!

Companies in bold are also PCPA 2026 Sponsors! Their generosity makes this conference possible!

Exhibitors	Door Prizes	Specials	Exhibitors	Door Prizes	Specials
2K/Denmark			JPL Books		
AdvantageCS	\$100 Gift Card to Zingerman's Deli an Ann Arbor, MI icon.		Kingery Printing		
APG Sales & Distribution			knkSoftware		
Benetech	Free EPUB file review. (estimated value \$1000)		Maple Press		
BISG			MetaComet Systems		
Books International			Nord Compo	\$250 off an accessible EPUB conversion	
Bradford & Bigelow	\$100 Visa gift card		Petradi International Rights Services		
Color House Graphics	Gift basket		PubTech Consulting		
Converge Accessibility			Spf.io		
Courier Printing	Acoustic guitar		Stison		
Elva Resa Publishing			Supadu		10% off the setup of new D2C website builds
Firebrand Technologies	\$50 gift card Bookshop.org		The Fisher Company	\$50 Visa gift card	free consultation
Friesens			The Grandview Group		
FrontGate Media	Free Christian moms blog promotion		TR/Core Print Solutions	yes	
FSB Associates	A copy of Fauzia Burke's book, "Online Marketing for Busy Authors"	Yes - 25% discount on online classes when you sign up to her mailing list	Total Printing Systems	\$100 gift card	10% discount on first order
Gasch Printing			Veristage		
GPS Group			Versa Press		
I30 Media			Westchester Publishing Services		
Indexia Tech			Woodland Group		
InkSplatter Design/Anika Huddleston.com			Xavier Society for the Blind		
Independent Publishers Group (IPG)					

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
1:45 p.m. CT	Drury Plaza Hotel	The Sanctuary (for exhibitors)
4:30 p.m. CT	The Sanctuary	Drury Plaza Hotel (for exhibitors)
5:40 p.m. CT	The Sanctuary	Drury Plaza Hotel
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



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