



**Electric & Gas Industries Association**  
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## ***Atomic Habits* Author James Clear & Shark Tank's Lori Greiner Set to Headline EGIA's EPIC2026 Conference**

### **FOR IMMEDIATE RELEASE**

**SACRAMENTO, CA – August 7, 2025** – EGIA Contractor University and OPTIMUS Financing, two divisions of the nonprofit Electric & Gas Industries Association (EGIA), have announced complete event details and opened official registration for the highly anticipated EPIC2026 conference taking place February 12-13, 2026 at the Bellagio Resort & Casino in Las Vegas, Nevada.

EPIC2026 marks the 7<sup>th</sup> installment of EGIA's annual conference series since originally launching in 2018. The 2026 conference will bring together home service contractors from across North America, along with leading HVAC distributors, manufacturers, and other organizations serving the home service industry, for two days of unparalleled education, inspiration, and networking — anchored by a star-studded keynote lineup designed to help attendees grow their businesses and lead with confidence.

This year's headliners include #1 bestselling author **James Clear**, best-known for his groundbreaking book *Atomic Habits*, which has sold over 20 million copies world-wide and transformed the way millions think about habits and personal development; **Lori Greiner**, the renowned *Shark Tank* investor whose entrepreneurial spirit and product innovation have helped launch hundreds of successful businesses; and dynamic executive coach and bestselling author **Ryan Leak**, whose leadership strategies empower individuals and organizations to overcome setbacks and thrive.

This dynamic keynote lineup was carefully curated by EGIA to ensure that it doesn't just deliver celebrity star power, but more importantly, actionable insights tailored to the unique challenges and opportunities contractors face every day. Attendees will learn how to build better habits, innovate within their markets, and lead their teams to success.

In addition to the headlining keynotes, EPIC2026 will feature breakout sessions led by some of the biggest names in the industry, focusing on practical strategies, cutting-edge technology, and proven techniques designed to help contractors grow their businesses and serve their customers better. Plus, a comprehensive product and services expo allowing attendees to discover innovative solution providers for their various business needs.

And in keeping with tradition, EPIC2026 will feature what is sure to be an unforgettable evening party, which the conference has become known for. This year's evening party will take place at the popular Jason Aldean's Kitchen + Rooftop Bar on the Vegas Strip and will feature food, drinks, entertainment, valuable networking opportunities, and a surprise or two that nobody will want to miss.

"EPIC is where growth-minded contractors, and the leading organizations that serve them, come to gain the skills, knowledge, and connections to elevate their companies," said Bruce Matulich, CEO of EGIA. "With an incredible lineup and a packed agenda, EPIC2026 is set to raise the bar yet again and be our most impactful event yet."

EPIC2026 registration is now open, and the full agenda is live. To view full event details and register, visit [EPIC2026.com](http://EPIC2026.com).

### **About the Electric & Gas Industries Association (EGIA)**

EGIA is a nonprofit organization that empowers home services contractors to get the most out of their businesses through industry-leading training, financing and marketplace solutions. Its Contractor University offers access to the industry's most recognized educators, who deliver innovative keys to success through online training systems, in-person workshops, conferences and webinars. OPTIMUS Financing, which has facilitated financing for hundreds of thousands of residential and business projects valued at over \$9 billion, provides contractors with a best-in-class suite of financing options. EGIA's HVAC Distributor University delivers powerful and convenient training solutions designed to empower sales team success within HVAC distribution businesses. EGIA is also a recognized leader in delivering sponsored demand management and resource efficiency services on behalf of electric, gas and water utilities and municipalities. These services include financing; rebate program administration and rebate processing; contractor network management, training and certification; and sales channel development and support. Learn more at [www.EGIA.org](http://www.EGIA.org).

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