



American Towman ShowPlace - 2018 Tow Industry Week Conference Schedule*

*Revised March 9, 2018 | *Seminar Included in Conference Passport*

Wednesday, May 9, 2018

7:00 AM – 5:00 PM **Registration Open** **Location**
Exhibit Hall

Courses & Trainings

8:00 AM – 5:00 PM	Light-Duty Recovery Training by CTTA-Part I of IV: 8 Hours Classroom <i>Terry Abejuela, Certified Instructor, CTTA, fee required</i>	Napa A
8:00 AM – Noon	Heavy-Duty Recovery Training: Conventional & Rotator-Part I of III, Classroom <i>Bruce Campbell, WreckMaster, fee required</i>	Sonoma D
1:00 – 5:00 PM	Heavy-Duty Recovery Training: Conventional & Rotator-Part II, Hands On <i>Bruce Campbell, WreckMaster, fee required</i>	Arena

Conference Passport: Sales & Marketing Seminars

1:00 – 1:50 PM *	Marketing Conversion Rates, <i>Daniel Ostrov, Whiterail Media</i>	Sonoma C
2:00 – 2:50 PM *	Measuring Up Mobile, <i>Danny Sanchez, Autoshop Solutions</i>	Sonoma C
3:00 – 3:50 PM *	Keeping Pace with Google Changes, <i>Dennis Wencel, Lift Marketing Group</i>	Sonoma C

Thursday, May 10, 2018

7:00 AM – 6:00 PM **Registration Open** Exhibit Hall

Courses & Trainings

8:00 AM – Noon	Heavy-Duty Recovery Training: Conventional & Rotator-Part III, Classroom <i>Bruce Campbell, WreckMaster, fee required</i>	Sonoma D
10:00 AM - Noon	Light-Duty Recovery Training by CTTA-Part II of IV: 2 Hours Hands On <i>Terry Abejuela, Certified Instructor, CTTA, fee required</i>	Concourse
6:00 – 10:00 PM	Light-Duty Recovery Training by CTTA-Part III of IV: 4 Hours Hands On <i>Terry Abejuela, Certified Instructor, CTTA, fee required</i>	Concourse

Conference Passport: Health, Safety and Wellness Seminars

9:00 – 9:50 AM *	Avoiding Costly Lawsuits Due to Driver Intoxication <i>Sandra Medina, American Alliance of Drug Testing</i>	Sonoma A
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Conference Passport: Management Seminars

8:00 – 8:50 AM *	Building a Winning Culture, <i>Danny Sanchez, Autoshop Solutions</i>	Sonoma B
9:00 – 9:50 AM *	Towing's Common Costs Behavior, <i>John Borowski, AutoReturn</i>	Sonoma B
10:00 – 10:50 AM *	Combining LIVE Towing Technology, <i>Matt Guzenheimer, Tom Tom Telematics</i>	Sonoma B
11:00 – 11:50 AM *	Where Does the ELD Mandate Stand? <i>Brian J. Riker, Fleet Compliance Solutions</i>	Sonoma B

Conference Passport: Sales and Marketing Seminars

8:00 – 8:50 AM *	Get Business from Mobile Phone Advertising, <i>Owen Mihalyfi, Localis</i>	Sonoma C
9:00 – 9:50 AM *	Turn Your Dispatch into a Profit Center, <i>Mike Porter, Speed's Towing</i>	Sonoma C
10:00 – 10:50 AM *	Managing Paid Search for Your Business, <i>Mike Rappaport, OMG National</i>	Sonoma C
11:00 – 11:50 AM *	Billing for Liquid Debris Cleanup – An Untapped Resource, <i>Jim Figueira, Environmental Chemical Solutions</i>	Sonoma C

Conference Passport: Towing & Recovery Seminars

8:00 – 8:50 AM *	Light Duty Rollovers Made Easy, <i>Terry Abejuela, American Towman</i>	Sonoma A
10:00 – 10:50 AM *	Wreckers in Trouble, <i>Randall Resch, American Towman</i>	Sonoma A
11:00 – 11:50 AM *	Servicing Lockouts, <i>Chad Berg, Automobile Club of Southern California</i>	Sonoma A



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Friday, May 11, 2018

7:00 AM – 5:00 PM **Registration Open** **Location**
Exhibit Hall

Courses & Trainings

8:30 – 10:30 AM **Reasonable Suspicion (Drug Abuse Detection) Certification Course** Napa A
American Alliance of Drug Testing, fee required

11:00 AM – Noon **Light-Duty Recovery Training by CTTA-Testing, Classroom** Napa A
Terry Abejuela, Certified Instructor, CTTA, fee required

Conference Passport: Health, Safety and Wellness Seminars

9:00 – 9:50 AM * **Coping with PTSD, Randall Resch, American Towman** Sonoma C

10:00 – 10:50 AM * **Avoiding Job-Related Health Hazards** Sonoma C
Don K. Hudson, Captain, Troy Michigan Fire Department

Conference Passport: Management Seminars

9:00 – 9:50 AM * **Are You Protected from Escalating Employer Risks?** Sonoma B
John Shea, Employer's Guardian

10:00 – 10:50 AM * **OSHA and the Towing Industry, Brian J. Riker, Fleet Compliance Solutions** Sonoma B

Conference Passport: Towing & Recovery Seminars

8:00 – 8:50 AM * **Synthetic Chain Vs. Steel Chain, Terry Abejuela, American Towman** Sonoma A

9:00 – 9:50 AM * **Visions for an Innovative Future, John Borowski, AutoReturn** Sonoma A

Saturday, May 12, 2018

9:00 AM - Noon **Police Towers Conference, including National Rotation Standard Presentation** Sonoma A
Ron Myers, Police Towers of America, fee required

***Conference Passport included with purchase of Police Towers Conference**

* Schedule Subject to Change