



American Towman ShowPlace - 2018 Tow Industry Week Conference Schedule*

*Revised March 28, 2018 | *Seminar Included in Conference Passport*

Wednesday, May 9, 2018

		Location
7:00 AM – 5:00 PM	Registration Open	Exhibit Hall
<u>Courses & Trainings</u>		
8:00 AM – 6:00 PM	CTTA Light Duty Level 1 Towing/Recovery Certification: 9 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 of III, Hands On <i>Bruce Campbell, WreckMaster, fee required</i>	Arena

Conference Passport: Insurance Seminars

2:00 – 2:50 PM *	Insurance Strategies for Today's Volatile Market, <i>Bobby Tuttle, CIRT</i>	Sonoma B
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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

Conference Passport: Management Seminars

1:00 – 1:50 PM *	Using Technology to Reduce Liability, <i>Daniel Young, US Fleet Tracking</i>	Sonoma B
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Thursday, May 10, 2018

7:00 AM – 6:00 PM	Registration Open	Exhibit Hall
<u>Courses & Trainings</u>		
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 – 1:00 PM	CTTA Light Duty Level 1 Towing/Recovery Certification: 3 Hours Hands On <i>Terry Abejuela, Certified Instructor, CTTA, fee required</i>	Concourse
6:00 – 9:00 PM	CTTA Light Duty Level 1 Towing/Recovery Certification: 3 Hours Hands On <i>Terry Abejuela, Certified Instructor, CTTA, fee required</i>	Concourse
1:00 – 2:00 PM	Allstate Roadside Services Luxury Vehicle Education—General Motors	Concourse
3:00 – 4:00 PM	Allstate Roadside Services Luxury Vehicle Education—Ferrari	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>Ty Lambert, 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 <i>American Alliance of Drug Testing, fee required</i>	Napa A
1:00 – 2:00 PM	CTTA Light Duty Level 1 Towing/Recovery-Part IV of IV Certification Testing <i>Terry Abejuela, Certified Instructor, CTTA, fee required</i>	Napa A
1:00 – 2:00 PM	Allstate Roadside Services Luxury Vehicle Education–BMW & MINI	Concourse
3:00 – 4:00 PM	Allstate Roadside Services Luxury Vehicle Education–Maserati	Concourse

Conference Passport: Health, Safety and Wellness Seminars

9:00 – 9:50 AM *	Coping with PTSD , <i>Randall Resch, American Towman</i>	Sonoma C
10:00 – 10:50 AM *	Avoiding Job-Related Health Hazards <i>Don K. Hudson, Captain, Troy Michigan Fire Department</i>	Sonoma C

Conference Passport: Management Seminars

9:00 – 9:50 AM *	Bedside Manner: Improving Our Communications Skills <i>Bear Godfrey and Kurt Wilson, WreckMaster</i>	Sonoma B
9:00 – 9:50 AM *	Are You Protected from Escalating Employer Risks? <i>John Shea, Employer's Guardian</i>	Sonoma B
10:00 – 10:50 AM *	OSHA and the Towing Industry , <i>Brian J. Riker, Fleet Compliance Solutions</i>	Sonoma B

Conference Passport: Sales and Marketing Seminars

8:00 – 8:50 AM *	Keeping Pace with Google Changes , <i>Dennis Wencel, Lift Marketing Group</i>	Sonoma C
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Conference Passport: Towing & Recovery Seminars

8:00 – 8:50 AM *	Synthetic Chain Vs. Steel Chain , <i>Terry Abejuela, American Towman</i>	Sonoma A
9:00 – 9:50 AM *	Visions for an Innovative Future , <i>John Borowski, AutoReturn</i>	Sonoma A
10:00 – 10:50 AM *	Extreme Lifts , <i>Bruce Campbell, WreckMaster</i>	Sonoma A

Saturday, May 12, 2018

9:00 AM - Noon	Police Towers Conference , including National Rotation Standard Presentation <i>Ron Myers, Police Towers of America, fee required</i>	Sonoma A
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***Conference Passport included with purchase of Police Towers Conference**

** Schedule Subject to Change*