



## CONFERENCE SCHEDULE

### TUESDAY, APRIL 22, 2025

### LOCATION

2 PM – 5 PM      **Registration Open for Exhibitors Only**      Exhibit Hall Pavilion

### WEDNESDAY, APRIL 23, 2025

### LOCATION

7 AM – 6 PM      **Registration Open**      Exhibit Hall Pavilion

#### TRAINING & CLASSES

8 AM - 12 Noon      WreckMaster Rotator Recovery Training (Part I: 4-Hr Classroom)      Sonoma Room A  
*Bruce Campbell & Jeff Martin, WreckMaster, (Includes lunch)*

1 PM – 5 PM      WreckMaster Rotator Recovery Training (Part II: 4-Hr Hands-On)      **Arena** – South Point Hotel  
*Bruce Campbell & Jeff Martin, WreckMaster*

#### INDEPENDENT COURSES

8 AM – 11 AM      From Operator to Owner: Work on Your Business, Not in It!      Sonoma Room B  
*Jim Saeli, DRIVE*

8 AM - 12 Noon      ERSCA - Kito Crosby 4-Hr Rigging Training      Napa Room A  
**Classroom: 3 Hrs & Hands-On: 2 Hrs**  
*Presented by: Kito Crosby - North American Training Manager Bob Kozickie & Shane Coleman - ERSCA (Open to all Attendees)*

1 PM - 5 PM      ERSCA - Kito Crosby 4-Hr Cargo Securement Training      Napa Room A  
**Classroom: 2.5 Hrs & Hands-On: 1.5 Hrs**  
*Presented by: Kito Crosby - North American Training Manager Bob Kozickie & Shane Coleman - ERSCA (Open to all Attendees)*

#### SEMINARS

9 AM - 9:50 AM      The Business & Economics of Owning a Rotator      Sonoma Room C  
*Eric Fouquette, Big Wheel Towing*

10 AM - 10:50 AM      Streamlining Tow Company Operations: Using Technology and AI for Efficiency      Sonoma Room C  
*Jade Fickert*



## CONFERENCE SCHEDULE

**THURSDAY, APRIL 24, 2025**

**LOCATION**

7 AM – 5 PM	<b>Registration Open</b>	Exhibit Hall Pavilion
<b>TRAINING &amp; CLASSES</b>		
8 AM - 12 Noon	WreckMaster Rotator Recovery Training (Part III: 4-Hr classroom) Instructors: Bruce Campbell & Jeff Martin, WreckMaster	Sonoma Room A
<b>MEETING</b>		
8 AM - 12 PM	<b>TIM For Towers</b> Certified class combines hands-on experience with interactive learning	Napa Room D
<b>INDEPENDENT COURSES</b>		
8 AM- 10 AM	<b>ERSCA - If it fits, DOES IT SHIP?! Wrecker and Carrier Operations for Standard Duty</b> How to make it work ( <b>Session A -Hands-On</b> ) Shane Coleman, ERSCA	<b>Arena</b> - South Point Hotel
8 AM – 10 AM	American Towman Towman Quick Clearance, (Certificated class) Ron Myers, Pine Tree Towing	Sonoma Room B
8 AM – 11 AM	Accessing and Applying Air to Heavy Towing David Fultz, WreckMaster	Sonoma Room D
9 AM – 1 PM	Recovery Billing 4-Hr Course – (Part I - Classroom) Presented by Eric Fouquette & Recovery Billing Team	Sonoma Room C
<b>SEMINARS</b>		
8 AM – 8:50 AM	Simple Marketing: Revenge of the Little Guy Drew Wash, Towing.com	Napa Room B
8 AM – 8:50 AM	“Why You Don’t Join Your State Towing Association” Angela Roper, Arizona Professional Towing & Recovery Association	Napa Room A
8 AM – 8:50 AM	Towing 101 : What you need to have long term success in the Towing Industry Malik Stuckey, Universal Towing	Napa Room C
9 AM – 9:50 AM	Estimating Total Recovery Resistance Terry Abejuela, American Towman	Napa Room A
9 AM – 9:50 AM	Beyond the Breakdown: Turning a Tow Call into a Loyal Customer Jared Fischgrund & Chris Blake, OMG Tow Marketing	Napa Room B
10 AM - 10:50 AM	Insurance and Spill Debris Cleanup – Winning the Battle Jim Figueira, Environmental Chemical Solutions	Napa Room A
10 AM- 10:50 AM	Justifying Your Rates – Why How You Get to Your Number Matters Brian Riker, American Towman	Napa Room B
11 AM- 11:50 AM	Training for Risk Management Shane Coleman, ERSCA	Napa Room C



## CONFERENCE SCHEDULE

### THURSDAY, APRIL 24, 2025 - CONTINUED

### LOCATION

- |                       |   |             |
|-----------------------|---|-------------|
| 11 AM- 11:50 AM       | Train to Retain: The Power of Investing in Your Team<br><i>Jim Saeli, DRIVE</i>                 | Napa Room A |
| 11 AM- 11:50 AM       | Bid Response to Law Enforcement & Government Contracts<br><i>Randall Resch, American Towman</i> | Napa Room B |
| <b>12 NOON – 5 PM</b> | <b>EXHIBIT HALL OPEN</b>  |             |

### FRIDAY, APRIL 25, 2025

### LOCATION

- |             |                          |                       |
|-------------|--------------------------|-----------------------|
| 7 AM – 4 PM | <b>Registration Open</b> | Exhibit Hall Pavilion |
|-------------|--------------------------|-----------------------|

#### INDEPENDENT COURSES - Open to All Attendees

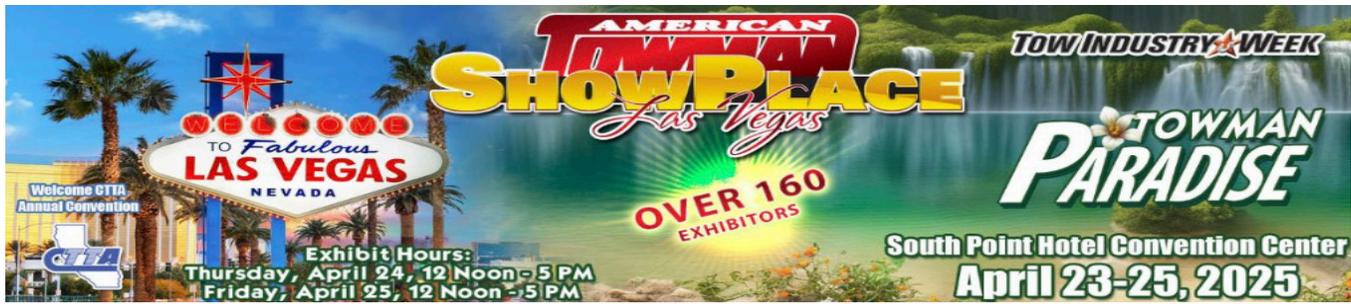
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|--------------|--|----------------------------------|
| 8 AM- 10 AM  | ERSCA - If it fits, DOES IT SHIP?! Wrecker and Carrier Operations for Standard Duty<br>How to make it work ( <b>Session B -Hands-On</b> )<br><i>Shane Coleman, ERSCA</i> | <b>Arena</b> - South Point Hotel |
| 9 AM - 11 AM | Recovery Business Success<br><i>Ron Myers, Pine Tree Towing</i>  | Sonoma Room B                    |
| 9 AM – 1 PM  | Recovery Billing 4-Hr Course – (Part II- Classroom)<br><i>Presented by Eric Fouquette &amp; Recovery Billing Team</i>  | Sonoma Room C                    |

#### MEETINGS

- |                  |  |               |
|------------------|--|---------------|
| 10 AM – 11:30 AM | AI, Insurance, and Legislative Round Table ( <b>Open to All Attendees</b> )<br><i>FUTURE OF AAA &amp; AI – Mountain West Auto Club &amp; Southern California Auto Club</i><br><i>Insurancence Outlook – Jeremy Parker, G.L. Parker Insurance &amp; Dan Chergey, Alkeme Insurance</i><br><i>Legislation &amp; CARB – Kirk Blackburn, Ellison Willson Group &amp; Steve Sgarlato,</i><br><i>T-ROC Vice President</i> | Napa Room D   |
| 10 AM            | <b>Meeting of Minds with Trump Administration - Open to All Attendees</b><br>National Open Commerce and Safer Highway Coalition (NOSCA)<br><i>Ron Myers, Pine Tree Towing</i>  | Sonoma Room D |

#### SEMINARS

- |                |   |             |
|----------------|---|-------------|
| 8 AM – 8:50 AM | Effective Lockout Techniques<br><i>Raul Rapoza, Automobile Club of Southern California</i>                                      | Napa Room A |
| 8 AM – 8:50 AM | Insurance Crisis<br>How The Insurance Game Is Really Played And What You Can do About It<br><i>Jamey Satawa, Marsh McLennan</i> | Napa Room B |



## CONFERENCE SCHEDULE

### FRIDAY, APRIL 25, 2025 - CONTINUED

### LOCATION

#### SEMINARS

8 AM – 8:50 AM	Understanding your Rights and Obligations Under the Service Members Civil Relief Act (SCRA) Peter Lukevich, Service Member Data LLC	Napa Room C
9 AM – 9:50 AM	Light Duty Rollovers 101 Terry Abejuela, American Towman	Napa Room A
9 AM – 9:50 AM	EV Hazard Overview and After the Incident Don Snider, Energy Security Agency	Napa Room B
9 AM – 9:50 AM	Digital Marketing for Your Towing Company Jared Fischgrund & Chris Blake, OMG Tow Marketing	Napa Room C
10 AM – 10:50 AM	Lawsuit Protection, Tax Reduction & Estate Planning for Towing & Recovery Business Owners Larry Oxenham, American Society for Asset Protection	Napa Room C
10 AM – 10:50 AM	Company Policies – Are Yours Defensible? Brian Riker, American Towman	Napa Room B
10 AM – 10:50 AM	Breaking Down the Donnie's Team WreckMaster	Napa Room A
11 AM – 12:30 PM	A Clean & Compliant VSF Facility Includes Safety in EV Storage Jim Figueira, Environmental Chemical Solutions	Napa Room C
11 AM - 11: 50 AM	Busting the Myths and Understanding your Insurance Coverage Bear Godfrey, WreckMaster & Collin Lester, TowMax Ins	Napa Room A
11 AM – 11:50 AM	“Risk” is a Four-Letter Word Randall Resch, American Towman	Napa Room B

**12 NOON – 5 PM EXHIBIT HALL OPEN**