



American Towman Exposition XXIX 2017

Conferences / Training Schedule of Events

November 16-19, 2017

*(Schedule subject to change without notice | ** Extra Fee Required | Revised: 10/18/17)*

Thursday, November 16, 2017

8:00 AM – 12:00 PM	Heavy Duty Recovery with Rotator Training by <i>WreckMaster</i> , Part I: 4 Hours Classroom (lunch provided) **	BCC Room 326
1:00 PM – 5:00 PM	Heavy Duty Recovery with Rotator Training by <i>WreckMaster</i> , Part II: 4 Hours Hands On **	Camden Yards Lot H

Friday, November 17, 2017

8:00 AM – 12:00 PM	Heavy Duty Recovery with Rotator Training by <i>WreckMaster</i> , Part III: 4 Hours Classroom **	326
8:00 AM – 12:00 PM	Traffic Incident Management (TIM) Responder Training System <i>Instructor TBA</i> **	330
9:00 AM – 9:50 AM	Instituting The Safety Meeting <i>Randall Resch, American Towman Magazine</i>	318
9:00 AM – 9:50 AM	Effective Succession Planning <i>Jim Silverman, Automotive Training Institute</i>	321
9:00 AM – 9:50 AM	Growing Cash Calls with Reviews <i>Dennis Wencel, TowProgram.com</i>	324
9:00 AM – 9:50 AM	Chain and Connecting Links <i>Terry Abejuela, American Towman Magazine</i>	327
10:00 AM – 10:50 AM	Safety: Accidents—or Repeated Mistakes? <i>Randall Resch, American Towman Magazine</i>	318
10:00 AM – 10:50 AM	What Is Your Vision for 2020? <i>John Borowski, Auto Return</i>	321
10:00 AM – 10:50 AM	Dispatching, GPS and Mapping Innovations <i>Todd Althouse, Beacon Software</i>	324
10:00 AM – 10:50 AM	Rotator Challenges <i>Shane Coleman & Richard Guttman, Jr., Jerr-Dan</i>	329
11:00 AM – 11:50 AM	Marketing Conversion Rates <i>Daniel Ostrov, Whiterail Media</i>	318
11:00 AM – 11:50 AM	Avoiding Insurance Pitfalls <i>Bill Johnson, Hampshire Towing & Steve Thibault, Esten & Richard Insurance</i>	321
11:00 AM – 11:50 AM	Interdisciplinary Cross Training <i>Dave Lander, Retired Police Officer and Emergency Management Director</i>	324
11:00 AM – 11:50 AM	VW Settlement Funds for New Trucks <i>Ronny Martinez, ICOM North America</i>	329
11:00 AM – 2:00 PM	TRAA National Driver Certification Program (NDCP) Testing <i>Must Pre-register: No Walk-Ins Allowed, Contact: Certification@traaonline.com</i> DO NOT POST	323



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Saturday, November 18, 2017

		BCC Room
8:00 AM – 12:00 PM	Recovery Billing Course** , 2 people per company allowed <i>Bob & Eric Fouquette, Recovery Billing</i>	326
8:00 AM – 8:50 AM	Scooby's Mystery Theater <i>Howard "Scooby" Eagen, Matjack/Int'l Wreckers</i>	318
8:00 AM – 8:50 AM	Solving the Insurance Dilemma <i>Haley Kirchen, TOPP Insurance</i>	321
8:00 AM – 8:50 AM	Operational Productivity <i>Jim Shellhaas, Ranger SST</i>	324
9:00 AM – 9:50 AM	Protecting Your Drivers <i>Bill Byers, Byers Wrecker Service</i>	327
9:00 AM – 9:50 AM	Local Search Dominance: Call, Click, Cash! <i>Mike Rappaport, OMG National</i>	318
9:00 AM – 9:50 AM	Recovering Costs for Spill Cleanup <i>Jim Figueira, Environmental Chemical Solutions</i>	321
9:00 AM – 10:50 AM	Protecting Your Business/Law Enforcement <i>Les Cravens, Auto Data Direct</i>	324
10:00 AM – 10:50 AM	Electronic Logging Device Compliance <i>Brian Riker, Worldwide Equipment Sales</i>	318
10:00 AM – 10:50 AM	Towing's Common Costs Behavior <i>John Borowski, AutoReturn</i>	321
10:00 AM – 10:50 AM	Resistance Basics <i>Scott Aey & Randy Biichle, WreckMaster</i>	327

Sunday, November 18, 2017

8:00 AM – 12:00 PM	Recovery Billing Course** , 2 people per company allowed <i>Bob & Eric Fouquette, Recovery Billing</i>	326
9:00 AM – 1:00 PM	Traffic Incident Management (TIM) Responder Training System <i>Instructor TBA</i>	330
9:00 AM - 9:50 AM	Leading Customer Service <i>Miguel Cifuentes, Road America</i>	318
9:00 AM - 9:50 AM	Extreme Lifts <i>Bruce Campbell, WreckMaster</i>	321
9:00 AM - 9:50 AM	Calculating Safe Towing/Transport Capacity <i>Terry Abejuela, American Towman Magazine</i>	324
10:00 AM – 10:50 AM	Custom Painting vs. Wrap <i>Cecil Burrowes, Cecil Custom</i>	327