



# CONFERENCE, COURSES & TRAINING SCHEDULE

November 20-23, 2024

[www.atexposition.com](http://www.atexposition.com)



## TUESDAY, NOVEMBER 19, 2024

2 PM - 5 PM Registration Open - Exhibitors Only Pratt Street Lobby

## WEDNESDAY, NOVEMBER 20, 2024

7 AM - 5 PM Registration open Pratt Street Lobby

### TRAINING

8 AM – 12 Noon **WreckMaster** Heavy Duty Rotator Recovery Training Room 327  
(Part I - 4-Hrs Classroom)  
*Bruce Campbell & Jeff Martin, WreckMaster, Includes lunch*

1 PM – 5 PM **WreckMaster** Heavy Duty Rotator Training (Part II - 4-Hrs Hands-On)  
*Bruce Campbell & Jeff Martin, WreckMaster*  
Shuttle leaving @12:30 pm from 1 W Pratt Street  
Training location: Camden Yards Lot H

## THURSDAY, NOVEMBER 21, 2024

7 AM – 5 PM Registration Open Pratt Street Lobby

### EDUCATIONAL COURSE - FREE

8 AM – 12 Noon Traffic Incident Management (TIM) for Towers Room 316  
*Todd Leiss, Emergency Responder Safety Institute*

### INDEPENDENT COURSES

8 AM - 12 Noon **ERSCA** Rig For Success - Advanced Course Open to All Levels (4-Hrs Classroom) Room 339  
*Shane Coleman & Robert Craddock, ERSCA*

8 AM – 12 Noon It's Only Money - YOURS! With **DRIVE** Room 340  
*Jim Saeli, DRIVE*

### TRAINING

8 AM – 12 Noon **WreckMaster** Heavy Duty Rotator Recovery Training Room 327  
(Part III - 4-Hrs Classroom)  
*Bruce Campbell & Jeff Martin, WreckMaster*

### SEMINARS

8 AM – 8:50 AM Increasing Revenue>Returns from PPI Room 336  
*Jim Shellhaas, Ranger SST*

9 AM - 9:50 AM Insurance Stability: Captives for the Towing Industry Room 336  
*Todd Welch, Charter Partners, Donald Blood, Abe Elias, Brown & Brown*

9 AM - 9:50 AM Applying Technology To Contain Insurance Costs All in One Systems Room 337  
*Scott Watkins, Mobile Video Computing Solutions LLC*

10 AM – 10:50 AM Liability in Hiring – Are Your Policies Exposing You to Extra Risk? Room 336  
*Brian Riker, American Towman*

10 AM – 10:50 AM The Business & Economics of Owning a Rotator Room 337  
*Eric Fouquette, Big Wheel Towing*



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## THURSDAY, NOVEMBER 21, 2024 - CONTINUED

### SEMINARS

- |                  |   |          |
|------------------|---|----------|
| 11 AM – 11:50 AM | Streamlining Tow Company Operations: Using Technology and AI for Efficiency<br><i>Jade Fickert</i>                                | Room 337 |
| 11 AM – 11:50 AM | Bid Response to Law Enforcement & Government Contracts<br><i>Randall Resch, American Towman</i>                                   | Room 336 |
| 11 AM – 11:50 AM | Succession Strategies to Protect & Perpetuate your Towing Business<br><i>Larry Oxenham, American Society for Asset Protection</i> | Room 338 |

**1 PM – 5 PM Exhibit Hall Open**

## FRIDAY, NOVEMBER 22, 2024

- |             |                   |                    |
|-------------|-------------------|--------------------|
| 7 AM – 5 PM | Registration Open | Pratt Street Lobby |
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### INDEPENDENT COURSES

- |                |   |               |
|----------------|---|---------------|
| 9 AM – 12 Noon | Recovery Business Success<br><i>Ron Myers, Pine Tree Towing</i>                               | Room 327      |
| 9 AM – 1 PM    | Recovery Billing Course – Part I – 4-Hrs<br><i>Eric Fouquette, Recovery Billing Unlimited</i> | Rooms 328-329 |

### SEMINARS

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|------------------|---|----------|
| 8 AM – 8:50 AM   | Leadership-Where Do You Stand? Are You A Dictator or A Leader?<br><i>David Saline, DRIVE</i>  | Room 336 |
| 8 AM – 8:50 AM   | Simple Marketing: Revenge of the Little Guy<br><i>Drew Wash, Towing.com</i>   | Room 337 |
| 8 AM – 8:50 AM   | Dashcams: The Game-Changer for Tow Company Savings<br><i>Joshua Bautista, Sierra Pacific Agency &amp; CJ Jackson, Azuga</i>                 | Room 338 |
| 9 AM – 9:50 AM   | Beyond the Breakdown: Turning a Tow Call into a Loyal Customer<br><i>Jesse Lubar &amp; Chris Blake, OMG Tow Marketing</i>                   | Room 336 |
| 9 AM – 9:50 AM   | Highway Safety<br><i>Terry Abejuela, American Towman</i>  | Room 337 |
| 9 AM – 10:30 AM  | Vehicle Fluid Cleanup and Your Tow Service Agreement (TSA), Insurance, and the Law<br><i>Jim Figueira, Environmental Chemical Solutions</i> | Room 338 |
| 10 AM – 10:50 AM | Tips and Tricks for Air Cushion Revenue<br><i>John Sweezy Jr., Jeff Martin &amp; Bruce Pedigo, Matjack Jumbo Safelift</i>                   | Room 336 |
| 10 AM – 10:50 AM | Under the Hood with Google<br><i>Kevin McMillan, Lift Marketing Group</i>   | Room 337 |



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## FRIDAY, NOVEMBER 22, 2024 - CONTINUED

10 AM – 10:50 AM	EV Hazards and the Aftermath for Towing and Recovery <i>Bobby Schneider, Energy Security Agency</i>	Room 339
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**11 AM– 5 PM Exhibit Hall Open Salute to America**

## SATURDAY, NOVEMBER 23, 2024

7 AM – 4 PM	Registration Open	Pratt Street Lobby
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### INDEPENDENT COURSES

8 AM – 10 AM	WreckMaster's Keys to Heavy Duty EV Success <i>Nick Webb, WreckMaster</i>	Room 327
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8 AM – 11 AM	American Towman Quick Clearance Certification Course <i>Ron Myers, Pine Tree Towing</i>	Room 340
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9 AM – 1 PM	Recovery Billing Course – Part II – 4-Hrs <i>Eric Fouquette, Recovery Billing Unlimited</i>	Rooms 328-329
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### SEMINARS

9 AM – 9:50 AM	Protecting Evidence Hold Vehicles <i>Terry Abejuela, American Towman</i>	Room 336
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9 AM – 9:50 AM	Towing Advertising, Marketing and Websites <i>Jared Fischgrund &amp; Christopher Blake, OMG National</i>	Room 337
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9 AM – 9:50 AM	EV Commercial Vehicle Tow-Ability <i>Shane Coleman, ERSCA</i>	Room 338
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9 AM – 9:50 AM	Toxic Culture – Is Your Company Suffering From the Effects of a Bad Employee? <i>Brian Riker, American Towman</i>	Room 339
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10 AM – 10:50 AM	Winning Your Culture War <i>Casey Burrows &amp; Bear Godfrey, WreckMaster</i>	Room 336
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10 AM – 10:50 AM	"Risk" is a Four-Letter Word <i>Randall Resch, American Towman</i>	Room 337
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10 AM – 10:50 AM	A Compliant Vehicle Storage Facility in an Environmental World <i>Jim Figueira, Environmental Chemical Solutions</i>	Room 338
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**11 AM - 5 PM Exhibit Hall Grand Entree**