

**AMERICAN TOWMAN ACADEMY
CONFERENCE SCHEDULE**

APRIL 22-24, 2026

South Point Hotel Exhibit Hall & Arena
Las Vegas, NV

Exhibit Hours: Friday, June 27: 12 Noon - 6 pm • Saturday, June 28: 12 Noon - 5 pm

TUESDAY, APRIL 21, 2026

LOCATION

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

WEDNESDAY, APRIL 22, 2026

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

8:30AM -12 Noon ERSCA - Essentials of Standard Duty Towing & Recovery (Part I) Napa Room D
8:30 am - 3:30 pm (classroom, lunch on own, 12 noon -1 pm lunch break)
Michael Severson – ERSCA Instructor

1 PM - 5 PM ERSCA - Essentials of Standard Duty Towing & Recovery (Part II) Napa Room D
Michael Severson – ERSCA Instructor 3:30 pm - 5 pm (Arena Hands-On)

INDEPENDENT COURSES

8 AM – 11 AM Control the Chaos: Step Out of the Cab and Into Ownership Sonoma Room D
Jim Saeli, DRIVE

8:30AM – 5 PM ERSCA - 8-Hour Heavy Duty / Rotator Rigging Training Sonoma Room B
Shane Coleman - ERSCA Instructor & Bob Kozickie - Kito Crosby

SEMINARS

9 AM - 9:50 AM Rotator Economics – How to be more Profitable by Owning a Rotator Sonoma Room C
Eric Fouquette, Big Wheel Towing

10 AM - 10:50 AM AI for Tow Companies: What It Is, What It Isn't, and Where It Actually Helps Sonoma Room C
Jade Fickert

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THURSDAY, APRIL 23, 2026

LOCATION

7 AM – 5 PM **Registration Open** Exhibit Hall Pavilion

TRAINING & CLASSES

8 AM - 12 Noon WreckMaster Rotator Recovery Training (Part III: 4-Hr classroom) Sonoma Room A
Instructors: Bruce Campbell & Jeff Martin, WreckMaster

8 AM - 12 Noon ERSCA - Essentials of Standard Duty Towing & Recovery (Part III) Napa Room D
Michael Severson – ERSCA Instructor
8 am - 10:30 am (**Hands-On** - Arena)
10:30 am - 12 noon (**Classroom** Certification Testing)

INDEPENDENT COURSES

8 AM- 12 Noon ERSCA - 4 -Hour Securement Training (4-Hr Classroom) Sonoma Room B
Shane Coleman - ERSCA Instructor & Bob Kozickie - Kito Crosby

8 AM – 10 AM Light-Duty Recovery Business Success Napa Room A
Ron Myers, Pine Tree Towing

8 AM – 10 AM WreckMaster’s Keys to Heavy Duty EV Success Sonoma Room D
Nick Webb, WreckMaster

9 AM – 1 PM Recovery Billing 4-Hr Course – (Part I - Classroom) Sonoma Room C
Presented by Eric Fouquette & Recovery Billing Team

SEMINARS

8 AM – 8:50 AM Driver Retention Starts on Day One Napa Room B
Johnny Mullins, Synergy Solutions

8 AM – 8:50 AM Utilizing Your LinkedIn and Social Media Presence for Your Business Napa Room C
Devon Banks, Zip’s AW Direct

9 AM – 9:50 AM Synthetics in The Towing Industry Napa Room B
Terry Abejuela, American Towman

9 AM – 9:50 AM Get More Tows with Digital Marketing: Google, Facebook & Your Website Explained Napa Room C
Jared Fischgrund & Chris Blake, OMG Tow Marketing

10 AM - 11:30 AM Spill & Debris Cleanup and Insurance, Law, Regulation, & Strategies to Get Paid for Your Service Napa Room B
Jim Figueira, Environmental Chemical Solutions

10 AM- 10:50 AM As a Tow Owner, What Are Your Biggest Risks? Napa Room C
Brian Riker, American Towman

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THURSDAY, APRIL 23, 2026 - CONTINUED

LOCATION

- | | | |
|------------------|--|-------------|
| 11 AM- 11:50 AM | Developing Your Company's Safety Training
Randall Resch, American Towman | Napa Room C |
| 11 AM - 11:50 AM | Effective Lockout Techniques
Tony DiBlasi, Automobile Club of Southern California | Napa Room A |

12 NOON – 5 PM EXHIBIT HALL OPEN

FRIDAY, APRIL 24, 2026

LOCATION

7 AM – 4 PM **Registration Open** Exhibit Hall Pavilion

INDEPENDENT COURSES

- | | | |
|--------------|--|---------------|
| 8 AM - 11 AM | Heavy- Duty Recovery Business Success
Ron Myers, Pine Tree Towing | Sonoma Room B |
| 9 AM – 1 PM | Recovery Billing 4-Hr Course – (Part II- Classroom)
Presented by Eric Fouquette & Recovery Billing Team | Sonoma Room C |

MEETINGS

- | | | |
|-----------------|--|---------------|
| 10 AM – 12 Noon | CTTA Legislative Round Table with TRAA (Open to All Attendees)
Presented by the California Tow Truck Association
& the Towing & Recovery Association of America | Sonoma Room A |
| 12 Noon - 1 PM | How the Big Beautiful Bill Can Help Your Business
ATAA - American Towers Advocacy Association, Ron Myers, Pine Tree Towing
& Justin P. Mohler, CPA, Tax Expert | Sonoma Room B |

SEMINARS

- | | | |
|----------------|--|-------------|
| 8 AM – 8:50 AM | Wire Rope Fundamentals
Terry Abejuela, American Towman | Napa Room B |
| 8 AM - 8:50 AM | California Lien Sale Best Practices and Procedures
Marty Eidsvik, Rucara, Inc | Napa Room C |
| 9 AM – 9:50 AM | Driver Qualification in the ICE Age
Brian Riker, American Towman | Napa Room A |
| 9 AM – 9:50 AM | Drive Cash Calls with Google + AI
Kevin McMillan, Lift Marketing Group | Napa Room B |
| 9 AM – 9:50 AM | Busting Training Myths
Shane Coleman, ERSCA | Napa Room C |



The Greatest Show
In The West

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FRIDAY, APRIL 24, 2026 - CONTINUED **LOCATION**

SEMINARS

- 10 AM – 10:50 AM Business Strategies to Improve Your Company’s Bottom-Line
Randall Resch, American Towman Napa Room A
- 10 AM – 10:50 AM Breaking Down the Donnie’s
Team WreckMaster Napa Room B
- 11 AM - 11:50 AM Mobile EV Charging 101: Powering Profits
Ron Sledje, EVroadHERO Napa Room A
- 11 AM - 11: 50 AM The Roadside Professional: A Customer First approach
Bear Godfrey & Nick Webb, WreckMaster Napa Room B
- 11 AM - 11:50 AM From Roadside to Retirement: Safeguarding Your Towing Business
Larry Oxenham, American Society for Asset Protection Napa Room C

12 NOON – 5 PM EXHIBIT HALL OPEN