

**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)  
3:30 pm - 5 pm (Arena Hands-On)  
*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

**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

11 AM - 12 Noon Find Out How Trump's Big Beautiful Bill Impacts Your Towing Business  
Ron Myers, Pine Tree Towing & Justin P. Mohler, CPA, Tax Expert Sonoma Room B

**SEMINARS**

8 AM - 8:50 AM Effective Lockout Techniques  
Tony DiBlasi, Automobile Club of Southern California Napa Room A

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**