

2017 Seminar Topics

As of February 12, 2017. Subject to change.

EMPLOYEE ISSUES

HIRING AND KEEPING WOMEN DRIVERS

As the towing industry faces a growing need for drivers/employees, Ellen Voire, founder of Womenintrucking.org will discuss an often untapped and overlooked resource – women.

DISPATCH- YOUR FRONT LINE

Dispatchers are a towing company's first line. They can make or break a company through their interaction with customers and drivers. Their questions help determine what equipment is dispatched and their ETAs can impact your company's credibility. *An important role?* Absolutely. Are towing company owners hurting their businesses by not hiring the right people as dispatchers?

FAIR LABOR STANDARDS ACT

In early 2016, the U.S. Department of Labor announced plans for targeting tow operators in their ongoing efforts to decrease the number of Fair Labor Standards Act violations nationally. How could this impact your towing company?

BUSINESS ISSUES

HIRING A COMPANY LOBBYIST

Several towing companies contract with lobbyists to help their businesses on a local level. How do you know if your company needs a company lobbyist and what benefits should you expect?

THE PERFECT INSURANCE STORM

The towing industry is facing a crisis: some insurance companies are no longer providing coverage for towing fleets and those insurance companies still in the game are raising premiums by double and sometimes triple percentages. What is on the insurance horizon and what positioning steps can your company take?

PROTECTING ASSETS

You've worked hard to build your company – and assets. Learn strategies to shield your wealth and protect your company and loved ones.

OTHER

TERRORISM & TOWING

The current U.S. presidential team has predicted a greater number of terrorist attacks on U.S. soil. How could this impact the towing and recovery industry?

TOWING LEADER ROUNDTABLES:

HEAVY DUTY REGULATION

Heavy-duty towing and recovery is often the most profitable for a company. But that profitability may be under fire with pending state and federal regulations and the threat from OOIDA. Learn more from industry leader Geoff Russell, owner of Kauff's Towing in West Palm Beach, Florida.

TOWING APPS – THE NEW MOTOR CLUBS?

Honk, Urgent.ly, Rapitow, AAA – the new motor clubs?

TOWING LEADER PANELS:

THE OPTION OF A CAPTIVE INSURANCE PLAN

With the insurance crunch foremost on towing company owners minds, are insurance captives a possible answer? *[Note: a captive is defined as an insurance company that is wholly owned and controlled by its insureds; its primary purpose is to insure the risks of its owners.]*

MARKETING BY GIVING BACK

Most companies participate in charitable or community programs, many committing a truck's design and percentage of profits to a cause. Are you getting the marketing bang you deserve?

X, Y AND Z – MEET THE NEXT GENERATION OF TOWING COMPANY OWNERS

Meet the Next Generation of Owners as incoming second and third generation owners discuss their goals and concerns.

SOCIAL MEDIA – FRIEND OR FOE?

How do you get the most from your social media program? Learn more about controlling listings, the role that positive/negative reviews have on your search presence, free vs. paid search listings and advertising/ measuring the ROI of these methods.