

**SEMINAR SCHEDULE**

# Friday- September 26, 2025

10:00 am - 11:00 am “**From PPI to Parking Management: Why?….. Why Not?”**

Consider the most compelling reasons to extend your PPI business to a comprehensive, revenue-increasing parking management offering serving Multi-Family Communities and Pay to Park Lots. And discuss solutions to the most frequently cited issues.

*Instructor: Jim Shellhaas*

Location: Northwest Territories B

10:30 am - 11:30 am **“From First-Gen to Dynasty: The Tax Game Changer”**

To leave a meaningful legacy you must first build a dynasty. We all desire greatness but few take the journey and achieve it. Our speaker has dedicated her life in taking those willing to build their dynasty and guide them through their journey to help them actually achieve it. She influences business owners all across the country.

*Instructor: Molly Grubb*

Location: Northwest Territories C

11:15 am – 12:15 pm **“Digital Marketing For Your Towing Company”**

Learn the ins and outs of Google, Facebook, and websites in order to make sure your company is doing all that it can online! The team at OMG Tow Marketing will teach you how to leverage the internet to create more calls for your business.

*Instructor: Jared Fischgrund*

Location: Northwest Territories B

11:45 am - 12:45 pm “**Are You Hiring Eagles or Turkeys?”**

If you’ve concluded that sometimes you’ve made a bad hire, this class will be for you. Sometimes when you hire someone they appear to be an Eagle because say the right things but it’s only after time that they reveal their true identity as a Turkey.  D.J. Harrington will give you techniques that will help you hire more Eagles.  All attendees will get a FREE book.

*Instructor: World Renowned Speaker, DJ Harrington*

Location: Northwest Territories C

12:30 pm – 1:30 pm **"Mobile EV Charging 101: Powering Profits”**

The **Mobile EV Charging 101** seminar by EVroadHERO shows tow truck operators how to add a new revenue stream by offering **rescue charging**—giving dead EVs a quick boost (5–10 miles) so they can drive to the nearest station instead of needing a tow. This is faster, safer and easier than towing a stranded EV.  The 45-minute seminar covers the **key info in plain terms**: what kind of chargers work best, how fast they charge, what they cost and how easy they are to move and refuel. The seminar also shares **strategic tips** on how to price the service, promote it, and get a leg up by offering something **most other towers aren’t doing yet**.

*Instructor: Ron Sledzieski*, founder of EVroadHERO and EVchargeHERO, with a background in electrical engineering (BSEE, UConn) and a passion for solar innovation. He has become a recognized leader in **mobile EV charging**, designing and producing **rescue charging units** that help stranded EVs get back on the road quickly and affordably. He’s also the inventor of a **patent-pending, collapsible, towable solar canopy EV charger**, built for off-grid and emergency use. Ron shares his expertise at industry events across the country, **educating tow operators and businesses on the practical, profitable opportunities in mobile EV charging**. In addition, he is supporting the **emerging EV boating industry**, working to bring practical charging solutions to the water just as he has on land.

Location: Northwest Territories B

1:00 pm – 2:00 pm **“Maximize Your Revenue:**

**Boosting Income and Recovering Outstanding Receivables”**

Learn to identify common mistakes that business owners make

when billing for services rendered and collecting receivables.

*Instructor: Bob Eckenrode*

Location: Northwest Territories C

1:45 pm - 2:45 pm “**Convert More Calls to Cash”**

Daniel Ostrov from Whiterail brings 15 years of marketing and advertising expertise for the towing industry. Having analyzed thousands of calls, he developed the Whiterail Call Grader Tool to pinpoint what drives successful cash call conversions.

In this one-hour seminar, Daniel will share proven techniques to help your team close more calls, increase conversion rates, and generate more revenue.

*Instructor: Daniel Ostrov*

Location: Northwest Territories B

2:15 pm – 3:15 pm **“A Quick Guide to EV Hazards in the Tow Environment**”

Learn how to safely identify and manage electric vehicle (EV) hazards during towing. This seminar covers high-voltage risks, fire dangers, and basic proper handling techniques to keep operators and equipment safe.

*Don Snider – Energy Security Agency*

Location: Northwest Territories C



**SEMINAR SCHEDULE**

# Saturday - September 27, 2025

9:30 am – 10:30 am **“Delivering Parking Management Services:**

**Free to You and Property Owners”**

Discover how to get out in front of the digital permitting trend,

quickly capture revenue from parking management at no cost

(almost?). Invest in customer relationships to serve more lots,

increase impounds and create new sources of revenue.

*Instructor: Jim Shellhaas*

Location: Northwest Territories B

10:00 am – 11:00 am **“Keys to Hybrid/EV SUCCESS”**

Qualified Wreckmaster instructor will train/share with you a wealth of knowledge to help you to obtain SUCCESS!

*Instructor: Nick Webb*

Location: Northwest Territories C

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1:15 pm – 2:15 pm “**As a Tower, Where Are Your Biggest Risks?”**

Join Your DOT Guy, Brian Riker, as he dives into operational risks that towers are exposed to daily. Yes, we all know that towing is a risky business, however leaving those risks unmitigated, or being blindly unaware of many of them, leaves you, and your family fortune, exposed to great harm. In this informational session, Brian will break down common risk scenarios and offer helpful tips to mitigate these exposures. Owners and employees alike will find something eye opening to ponder. This is not your typical roadside hazards presentation, rather it is from an operational and family legacy perspective and how your daily routine could cost you everything you own.

*Instructor: Brian Riker/Fleet Compliance Solutions/Expert Witness*

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3:00 pm – 4:00 pm  ***“*Telephone Techniques That Make Money”**

Have you ever overheard a call in your office that made you cringe? Do you feel that you are losing sales due to poor phone skills and sale techniques? DJ Harrington has the prescription for you! He will give you the tools to help you create a first-class image of your business and boost your bottom line.  All attendees will receive a FREE book.

*Instructor: World Renowned Speaker, DJ Harrington*

Location: Northwest Territories C