



hook & winch

FROM THE DESK OF EXECUTIVE DIRECTOR BART GIESLER

Recently, I read an article from TRAA's email from Brian Riker entitled ***Safety & Image: You Can't Have One Without the Other***. The article discussed the growth of social media and reality television in towing and his fear that some tow drivers would emulate what they see on television because they don't know any better. I know my kids watch YouTube to learn things; however, as I tried to point out to them, not everything you see or read on the internet is true. However, dad is not smart enough to put anything on the internet so he can't be as smart as the person they are watching.

I have heard from several people who have commented that finding help is tough, which means that when you do find help, chances are you may be hiring someone with little or no experience. This means they need to be trained and training takes time. Because you are busy, are you putting in the time to train them or are you saying we will talk about what needs to be done when you get caught up? It is easy to say, "We will get to it," however, you have to make time or it will never happen. If you are not giving them the training, where are they finding the training? Is it online? If so, is it what you want them to learn or is it the dramatics that they are seeing? As Brian's article points out, there are some good sources out there. Please help your drivers find the right sources.

At the upcoming ITWA Tow Show there will be a Wreckmaster class and TIM training. These are two good ways to give your drivers hands-on experience to work more safely on the roadside. As you already know, towing is dangerous and we always need to be sure that safety is a culture, not something we do just once a month. In his article Brian asks everyone to answer this question about safety daily, "*Did I do the best I could have done today and where could I have done things differently?*" Have you ever asked your drivers this question?

Are you setting the right example for your drivers? Are you ALWAYS wearing your PPE - every time? Are you ALWAYS using the right number of tie downs or do you think that you are close enough to the shop that it will be "ok"? In addition to asking yourself if you did the best you could today, ask yourself, "what did I do that my drivers shouldn't do? Am I setting the right example?" Just like parenting, if you expect your children to act one way and you do the opposite, chances are it will not happen. Do as I say – not as I do. While I have used this saying to my kids, it may work a time or two, but long term it is not a very effective teaching tool. Leadership by example is the best teaching tool.



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ITWA MEMBER CLASSIFIEDS

DO YOU HAVE AN ITEM THAT YOU ARE LOOKING TO BUY OR SELL?

Starting next month we will be listing member ads for free in the newsletter at no cost to our members. Do you have a truck you were going to trade in? Try selling it directly to a member first. Looking for something special to buy? Place a "Wanted ad" and see if any other member may have it for sale.

Send your ads to sue@northwesttowing.com before the 15th of the month to be included in next month's newsletter.

WreckMaster Training Schedule

On **August 6-7, 2021** there will be a WreckMaster Level 2/3 Class at the Indiana Tow Show. Please register online at WreckMaster.

Coming up in **November 2021** is a Level 2/3 in Elkhart, IN. This class is a Friday/Saturday course at Moore's Towing, Elkhart.

Stay tuned for additional classes to be added soon for next year.

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Advertisers needed for 2021 Newsletter:

If you're interested in reaching all of our members during 2021 by advertising in our newsletter, just call Bart Giesler at 765-288-6041.

FROM PRESIDENT MORELAND

Just a short note this month to encourage everyone to come to the 2021 Tow Show. A lot of folks have contributed their time and efforts to bring you this great show. We truly have something for everyone!

I cannot stress enough how much we need to support the vendors that have committed to our show. As I mentioned previously, we are competing for vendors with a much greater force, so we must support the ones that support us, and provide a quality show for all!

We are still in need of items for the silent auction; and ladies, I need to know if you are bringing a purse or two to the luncheon so we can make signs about the purse and the donors.

All show information is listed on our new website, if you haven't taken the time to look at it, you really should!

Also, July is the time we start taking applications for the coming school year's scholarships. Applications will be available online at our website, and the deadline for applying has been extended until August 16th.

Looking forward to seeing everyone, and just having quality time to spend with all of you!

See You At The Show!

Sue



ITWA WOULD LIKE TO THANK THE FOLLOWING 2021 TOW SHOW

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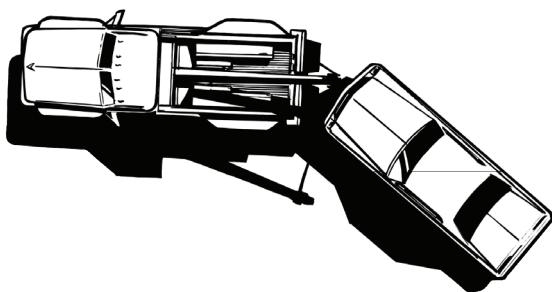
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REMINDER

ITWA will be sending future newsletters via email to save money that has been invested back into the revised website, as well as to allow for more timely member communications. Special thanks to Sue Moreland and Crystal Rose for all of their work on the new website.

The password for the members' only portion of the website is: **itwa2021!**

REF #: 04-20-01

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2021 INDIANA TOW SHOW REGISTRATION FORM

- We already have 100 people registered for the cookout on Friday and Saturday night. Tickets may be purchased on site from Fair Oaks Farm at the show or ITWA in advance. You must have a ticket to be served a free meal! The cost after that will be \$10 for kids and \$20 for adults.
- Kid's activity is free for all who want to attend. Kids must register at the kid's tent on day of activity. You must have a kid's button to partake in the free activities.
- The Entry Fee for the Beauty Contest will be \$30 in advance UNTIL 7/15 and \$40 after that date and at the show. Trophies/plaques will be awarded and winners featured on our new website. See separate entry form for Beauty Contest.
- Entry in the Water/Lift and Rotator Challenges will be free and prizes will be awarded. Sign up the day of the show at the Worldwide Equipment Sales Booth.
- Entry in the "Light up the Night Light Show" is free. Winner will be selected by a panel of guest judges. Trophy/plaque will be awarded. No sign up needed, just be there at 9 pm on Saturday night with your lights on to participate. Winner announced at 10:15 pm.
- Ladies "Power of the Purse" luncheon tickets will be \$20 and must be purchased in advance. Guest Speaker JoAnne Blyton, TRAA President.
- Souvenir Show T-Shirts must be ordered in advance and pick up will be at the show. Cost per shirt is \$15 for sizes S-XL, \$17 for 2XL and 3XL.
- Entertainment each night is complimentary for all. Plan to come and enjoy the fellowship with your fellow members.
- Cookout Style food will be provided on Friday and Saturday nights. Saturday during the daytime, Fair Oaks will have a booth set up for hot dogs, drinks, etc. for guests to purchase for lunch if desired.

Outside table and chairs will be provided, but feel free to bring a lawn chair if you like.

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ITWA LADIES AUXILIARY

Hello Everyone. As you read this, it is just days before the Tow Show. This is going to be a wonderful event. We have so much planned. I hope everyone comes out to join in the activities. We have a nice line-up of vendors. When you visit with them, please let them know how much you appreciate their participation in our show.

On Friday night, following the opening ceremony, is the Candlelight Vigil. Joanne Blyton (TRA President) is coming from Montana and will give recognition to the Fallen Towers. Please join us as we honor them.

On Saturday at noon, the Ladies "Power of the Purse" Luncheon takes place in the Newton Room. Tickets in advance are \$20.00. This is a fundraiser for the ITWA Scholarship Fund. Joanne Blyton will join us as our guest speaker.

On both Friday and Saturday nights, will have a cookout planned with food prepared by Fair Oaks Farm. As we eat and fellowship on Friday night, Greg Rhodes will perform for us. And on Saturday night Cook and Bell will perform for us. This will be a great time to fellowship with other towers.

On Saturday there will be a food booth set up on the parking lot from noon to 2:00 pm to purchase lunch if desired. As you look over the schedule for the show, you will see that we have a lot of great things going on.

It is going to be a jam-packed weekend that you won't want to miss. Please join your fellow towers for fun, fellowship, food, entertainment, education, and much more.

Looking forward to seeing you all at the show!

Till Then...Please Stay Safe and Healthy,

Crystal

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