



Introducing Michelle Sukow

Featured Speaker at the 2023 Ladies Luncheon

Multi-passioned business owner at HDM Towing & Truck Center, Mental Fitness Mentor / Midlife Champion / Speaker/Podcaster Helping others take back control of their lives & navigating Mental Fitness in a 24/7 World

ITWA is proud to announce that we will be hosting Michelle Sukow as the featured speaker at our 2023 Indiana Tow Show Ladies Luncheon.

There's a saying that goes, "You can't keep a good woman down," meaning that a determined person will succeed or a competent person will always recover from setbacks. That pretty much describes Michelle Sukow, owner of HDM Towing & Truck Center, Lake Mills, WI, who has been in the towing business for over 20 years, through thick and thin, in one form or another.

The position Sukow is in today is on top of the world. Following a divorce, she hit the reset button and is now sole owner of HDM Towing (formerly Topel Truck Center). Now, she's on a roll, and notes that 2022 was her best year ever. She owns a quick lube business as well as a laundromat. Sukow blogs and has shared a lot about her personal travails, and she also conducts webinars to help others set goals, handle stress, manage careers, and thrive after unsuccessful relationships.

Sukow recently launched the industry's first women in towing podcast titled, "Tow-Tally She Said"

"I'm super passionate about towing," says Sukow, who is active in Wisconsin and national towing, and has earned numerous awards, most recently the Women in Trucking organization's Top Woman-Owned Business of 2021. "I'm very proud of that," says Sukow, acknowledging that "it's not easy being a woman-owned business in a male dominated industry."

Michelle will be speaking about "Your Inner Circle and the Importance of it". Please mark your calendars now for our annual Ladies Luncheon on Saturday August 19th, 2023.