



2023 INDIANA TOW SHOW

AUGUST 18TH & 19TH



The Indiana Towing & Wrecker Association welcomes you to our 2023 IndianaTow Show!

The Indiana Tow Show is the primary meeting event for tow operators/business owners, and drivers in Indiana.

The IndianaTow Show is an event planned for the entire family, and offers something for everyone. Take this opportunity to network with owners/operators and vendors and enjoy your time with family and friends.

Special Thanks to all of our sponsors and vendors! Without them the show would not be possible. Please make sure to visit their booths and support them at the show.



Remembering Sallie Nye

Contributed by Bart Giesler

I met Sallie in 1989 when I interned for the lobbying company that I now work for. Sallie was the Executive Director for the Indiana Association of Residential Child Care Agencies (IARCCA) and they were a client (and they are still a client today). After I graduated college and did a couple of years of accounting, I came back to the lobbying world and this is when I got to actually know Sallie.

Sallie's background as a social worker was more than just a career – it was her calling. IARCCA's members cared for vulnerable children and their families and she helped those agencies as their leader. I think her background served her well with ITWA – as she used those same skills to talk to members about the challenges they faced – whether it be towing or family related. I have talked with a couple of members who told me stories that they would call her as they were driving back from a tow and always knew that she would be there to chat with them on the phone.

I was able to work with Sallie before she retired from ITWA on legislation that would have required the towing company to give up the vehicle and then negotiate with the insurance companies after the fact. We were able to defeat this legislation and I remember talking with her during the session. She said that she was waiting to hear back from the Board on some of the issues – but they were busy because of the weather. She was always calm and in control – she never got too excited. I think this was because she had a good understanding of the issues, members and the legislative process.

As I took over the Association, I had a good grasp of the legislature, however, I was still learning the issues and the members. I can still remember naively asking Sallie – *what do you mean that people don't pick up their cars?* I worked at a car dealership in high school and college and I never recall that anyone just walked away from their car. She

Remembering Sallie Nye, continued

was able to explain to me how and why it happens – and I have to educate legislators and others that people do this and the reasons why. Whenever I had a question, she always took my call even though she was “retired”.

When I just lobbied for ITWA, I dealt only with Sallie and not the members. This is another area she mentored me in better understanding the members and how the nature of the business makes it tough to get information at times. As you all are aware, the towing business is not 9 – 5, it is whenever the phone rings. Sometimes the phone rings off the hook and sometimes the phone doesn't ring. She said that when things are busy, you won't hear from anyone. When times are slow, you will hear from them. She helped me understand some of the history amongst the members and the Association.

When I took over the Association, it would have been easy for Sallie to say that she was retired and just figure it out. She was always a phone call away. In these calls, she could have said this is what I did in the past and this is the way you should do it. But it wasn't that way. She let me know the history – suggestions on how to handle members and their personalities. She mentored me without it being preached to me – it was just natural. When we finished talking, I had a better grasp of the situation and how to handle it.

As I mentioned earlier, Sallie would get calls from members with free time on their drives – these calls did not stop when she retired. I was perceived as an outsider since I didn't have any background in the business and I think she asked members to be patient with me as I learned the business and the expectations of the members. We have different styles and personalities - Sallie had a degree in social work – my degree was in accounting. She was definitely more patient than me. I think she passed this on to the members – be patient and it is ok if we have different styles. We both had the same goals – to help ITWA.

In closing – I just want to thank Sallie for all that she has done for me over my career starting at IARCA. I remember that I first started to understand the legislative process as an intern when I was tasked with finding a bill to amend some language into for IARCCA and several years later when working full-time, IARCCA was the first client that was turned over to me to be the primary contact for the client. She later brought us in to lobby on behalf of ITWA and this turned into us managing the Association. In all of the various situations we interacted over the years, she was always knowledgeable on the issues, calm and in control, with the goal of improving the situation for the members she was serving. I can say that both Associations and their members are better today because of her work and leadership.



2023 INDIANA TOW SHOW FRIDAY AUGUST 18th HIGHLIGHTS:

(Times are Eastern Time Zone)

8:00 AM-2:00 PM - VENDOR SET UP

2:00 PM - ITWA BOARD OF DIRECTORS MEETING

2:00PM – 11:00PM – SHUTTLE TO AND FROM HOTELS RUNS

3:00 PM - REGISTRATION OPENS

3:00 PM - VENDORS OPEN

3:00 PM -SILENT AUCTION OPENS

3:00 PM - 50/50 TICKET SALES BEGIN

3:00 PM – DRIVING COMPETITION AND BEAUTY CONTEST REGISTRATION OPENS

3:00 PM – 7:00 PM - WICHERT INSURANCE DRUNK GOGGLES COURSE OPEN

4:00 PM - CAR CRUISE IN OPENS

5:00 PM– 8:00 PM - KID’S FACE PAINTING AND GLITTER TATTOOS OPEN

6:30 PM REMEMBERING THE FALLEN TOWERS AND SALLIE NYE
Guest Speakers Brian Riker, Brian Wagaman, and Bart Giesler

2023 INDIANA TOW SHOW FRIDAY AUGUST 18th HIGHLIGHTS **CONTINUED:**

7:00 – FOOD, FELLOWSHIP AND MUSIC BY COOK AND BELLE



After decades of performing all over the country together and opening for artists such as Rascal Flatts, Lonestar, Charlie Daniels, Dierks Bentley, Montgomery Gentry, Trace Adkins, and Steve Miller Band, Bret and Michelle's passion to create and entertain have only grown. Whether you've watched them on their Emmy award winning TV show 'Cook and Belle's Playhouse', heard their songs on the radio, listened to one of their many records, or just listening for the very first time, you will feel and hear years of passion and hard work that had one thing in mind...You. Their powerful mix of country, soul, 60's and 70's, and gospel will take the entire family for a ride.

9:00 PM - 50/50 RAFFLE DRAWING IMMEDIATELY AFTER CONCERT

9:00 PM –10:00 PM - LIGHT SHOW – WINNER ANNOUNCED SATURDAY AT AWARDS CEREMONY



SATURDAY, AUGUST 19th MORNING HIGHLIGHTS

8:30 AM – 8:30 PM HOTEL SHUTTLE RUNS

9:00 AM – REGISTRATION OPENS

9:00 AM – VENDORS OPEN

9:00 AM – 4:00 PM - SILENT AUCTION OPEN (Tables at ITWA Booth)

9:00 AM -10:30 AM - REGISTRATON FOR DRIVING COMPETETION OPEN

9:00 AM – 12:00 PM – REGISTRATION FOR BEAUTY CONTEST OPEN – NORTH LOT

9:30 AM GUEST SPEAKER PRESENTATION – WITHAM BUILDING

**9:30 AM –Running Hard With Family in Tow – Brian J Riker,
American Towman and Michelle Sukow HDM Truck Center**



Are you raising young children and feeling like something is missing? Is your work-life balance out of alignment? Being a parent is hard enough but when you add in the stress of being part of a towing family it can become overwhelming. Join Brian and Michelle as they draw from decades of experience raising their families and running successful towing companies. They will discuss what they did right, and more importantly wrong, and how to avoid repeating their failures while learning from their successes.

10:00 AM – DRIVING COMPETETION WALK THRU – WEST LOT

(Competition begins after completion of walk thru)

11:30 AM – 1:00 PM – LADIES LUNCHEON – WITHAM BUILDING

12:00 PM ROTATOR CHALLENGE- WORLDWIDE EQUIPMENT

**ROTATE A BUCKET FILLED WITH WATER FROM ONE SIDE OF TRUCK AROUND
CORNER AND PLACE ON TARGET. TIME PENALTY FOR SPILLING WATER.**



SATURDAY, AUGUST 19th AFTERNOON HIGHLIGHTS

11:30 AM - 1:00 PM – POWER OF THE PURSE LADIES LUNCHEON - \$20



SPONSORED BY - ZIP'S AWDIRECT, INDIANA LIEN, DAVID CLARK COMPANY, DOUBLE T TOWING

Our luncheon/fundraiser for the tow show will be called the "Power of the Purse Fundraiser". It is geared to empowering women.

We will have two special guests joining us this year, Our Featured Speaker is Michelle Sukow, and she is joined by Shelli Hawkins last year's special guest.



Michelle is a 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

Michelle will be speaking about "Your Inner Circle and the Importance of it".



Shelli Hawkins has been serving in the towing industry since 2008. As a national sales representative for AW Direct and Zip's Truck Equipment she began to realize she found an industry that intersected with her passion for people and desire to help others. Shelli was born and raised in the mountains of Virginia where her parents still live today. She currently serves as the Director of Market Engagement for Traxero. Shelli is an advocate and ambassador for the towing industry and strives to put our towing companies in first place with all business decisions.

The cost for the luncheon will entitle the guest to lunch and one chance for a ticket to win a purse. At the luncheon guests have the opportunity to buy more tickets (say at 1.00 per ticket) to win a purse of their choice. (They put their tickets in the paper bag in front of the purse they like, and then tickets for the winner are drawn from each bag to select the winner.)

All proceeds from the ladies luncheon go to the ITWA Scholarship Fund.

MORE SATURDAY HIGHLIGHTS



**NOON- BEAUTY CONTEST JUDGING – NORTH LOT -
\$35**

Judges: Donald Griffin, Devin McBride

****PARTICIPANTS WHO PLACE 1ST, 2ND OR 3RD WILL BE
ACKNOWLEDGED WITH AWARDS AT SATURDAY NIGHT
AWARDS CEREMONY!!****

\$35 PER ENTRY WHEN ENTERED AT SHOW

**Classes offered will be: Light Duty Wrecker/Rollback, Medium Duty
Wrecker/Rollback, Specialized Equipment, Heavy Duty, Rotator, Antique, and
Best in Show!**

SATURDAY AFTERNOON ACTIVITIES:

12:00 PM – 4:00 PM - Drunk Goggles Challenge – Wichert Insurance

12:00 PM - 4:00 PM - Kid's Activities – Face Painting and Glitter Tattoo's Open

1:00 PM – 4:00 PM – Penny Lane VW Photo booth opens

1:00 PM – 5:00 PM – Car Show Opens – Awards at 4:30 PM

**2:00 PM TIRE/BOOM CONTROL WATER LIFT/ TIRE CHALLENGE- WORLDWIDE
BOOTH**

Lift a tire that is lying flat with 6 cups of water on it, extend the boom and lay the
tire back to the ground in target area without spilling the water. You will be rated
on speed, with a time penalty if water is spilled.



SATURDAY HIGHLIGHTS CONTINUED

6:00 PM – SILENT AUCTION ENDS

6:15 PM – Vendor Appreciation and Acknowledgement

6:30 PM – AWARDS CEREMONY, FOOD AND FELLOWSHIP, LIVE AUCTION, 50/50 DRAWING, RIFLE RAFFLE DRAWING

Food Vendors:

Boone County Pork Producers

Pork Burger
Pork Loin Sandwich
Spuds (Plain & BBQ)
Water
Bagged Ice

BBQ Sandwich
Garbage Burger
Chips
Iced Tea

Friday evening special – Smoked Pork Chop Dinner (1 or 2 Chop) with applesauce, bread & butter, chips & drink

4H Jr Leaders

Domino's Pizza by the slice
Arni's Junior Salads
Breadsticks
Bosco Breadsticks
Giant Soft Pretzels
Jumbo beef hot dogs
Nachos & Cheese
Tacos

Walking Tacos
Soft drinks
Gatorade
Bottled water
Bags of Ice

4H Dairy Bar

Ice Cream

Various other food vendors on site days of show.

**SPECIAL THANKS TO THE FOLLOWING VENDORS AND SPONSORS OF
THE 2023 INDIANA TOW SHOW:**

**WORLDWIDE EQUIPMENT SALES
CLIPSAVER'S
BIG D'S HD DOLLIES
ZIP'S AW DIRECT
TOW TRUCK WAGS – BRIAN WAGAMAN
AAA HOOSIER MOTOR CLUB
ATT WIRELESS
EDGE TEC/ HOOKS TOWING SUPPLIES
AUSTIN INSURANCE
KAPNICK INSURANCE
BRIAN RIKER
AUTO DATA DIRECT
I-70 WRECKER SERVICE
RYAN LEAGRE
ROADSYNC
AVILLA MOTOR WORKS
CHEROKEE TIE DOWNS
BILL'S PROFESSIONAL TOWING
NOW AND FOREVER PHOTO ITEMS
FANTASY FACE PAINTING PLUS
BILL LANPHIER – PACKAGING AND PRINT
BOONE COUNTY 4H JR LEADERS
LIMO BOB**

**HEDINGER'S EQUIPMENT
INDIANA LIEN
PHOTO CARD SPECIALISTS
SHEPHERD INSURANCE
TRAXERO
HAAS ALERT
PHOENIX USA
RAPLEY SPECIALTY PRODUCTS
TOM'S 24 HOUR TOWING
MICHELLE SUKOW
TOWBOOKS
VANDER HAAG'S INC.
DAVID CLARK COMPANY
CUSTER PRODUCTS
PENNY LANE VW PHOTO BUS
WICHERT INSURANCE
PERSONALIZED BY TRACY
DOUBLE T TOWING
BRET MILES
JOSH GRAHL
BOONE COUNTY PORK PRODUCERS
SHOUP'S CATERING
CIP COMPANY**

CRUISIN' FOR A CAUSE



ALL VEHICLE CRUISE IN, CONCERT & SHOW AUGUST 18TH AND 19TH



BOONE COUNTY
FAIRGROUNDS, LEBANON INDIANA



Friday Night Cruise in 4-8pm with concert by Cook and Belle

Free Admission, Food on Site

Saturday Car Show 1-5pm with awards at 4:30pm

Saturday Entry Fee \$10. Dash Plaques to first 50 entries, 50/50 drawings both nights. Vendors Welcome. Contact Bret Miles for info 765-717-5541.

Top 20 Winners, Custom Plaques and Trophies, DJ/Music, Food Available

Show is held in conjunction with Indiana Towing and Wrecker Tow Show. All proceeds go to the ITWA Sonny Henline Survivor Fund and the ITWA Scholarship Fund.

Not responsible for accidents.

