



hook & winch

FROM THE DESK OF EXECUTIVE DIRECTOR BART GIESLER

I hope everyone's summer is going great and you are getting all the things done that you planned this summer. My plans for golfing more, crashing at various family and friends with lake houses, and having a great garden didn't turn out like I planned. I have accomplished some of these, but not to the degree that I hoped. There is something that always pops up.

I know that many of you will plan to come to the Tow Show and I strongly encourage you to do so. I am excited about the agenda that President Moreland has put together (we recently emailed it separately and it is available on the ITWA website). Here is a quick recap of some of the items that I would like to highlight.

On Friday night, we will honor those who have passed in the industry, including Sallie Nye who was the Executive Director before me. When she was running the Trade Show, I remember commenting on how I was impressed with how the industry comes together to honor those who have recently passed. I think this is important to remember, as we all know that working in the business is not easy. We don't always get along, but yet we can still come together. We can continue coming together Friday evening with food and music and capped off with the Light Show.

Saturday begins with a presentation "Running Hard with Family in Tow." As previously mentioned, this is not an easy business. You never know when the phone will ring and you have to go, and what family events you might miss out on. The good news is that we will have kid's activities so you can take your kids with you. We will also have a driving and beauty competition showing the skill and pride that your businesses demonstrate on a regular basis.

We will also have fundraisers that benefit the Association (Scholarship Fund and the Sonny Henline Survivor Fund). Please remember to turn in your raffle tickets!

Not only is this a family event for you and your immediate family, it is a family event for the towing family. Please invite and encourage other towers to attend – whether ITWA members or not. As an industry, we will always have challenges, and the way to overcome those challenges is by coming together. For most associations and their trade shows, the real value is networking and developing new relationships. These relationships will pay off down the road, as you may get a referral or you may be able to get an answer to a problem that you are experiencing.

I know that just like my summer plans, things will come up and compete with coming to the Show. But like the things that I did get accomplished, it was because I made them a priority. Please make your best effort to attend and we hope to see you soon.



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If you're interested in reaching all of our members during 2023 by advertising in our newsletter, just call Bart Giesler at 765-288-6041.

FROM THE DESK OF PRESIDENT MORELAND

Hello Everyone! As you read this, it is just days before the 2023 Tow Show. We have so much planned this year at our new location, this is going to be a wonderful event. Please join your fellow towers on Friday night for the Candlelight Vigil as we remember the fallen towers and pay a special tribute to Sallie Nye. Brian Riker, Brian Wagaman, and Bart Giesler will speak at the Candlelight Vigil as we remember the Fallen Towers.

This year we have added a driving competition and a car show fundraiser. Be sure to come early on Friday evening and enjoy the food and shop the vendors, walk through the cruise in car show and enjoy music by Cook and Belle. There will be face painters and kids tattoo artists on hand for the kids' entertainment. Stay after the concert to participate in the light show on Friday night!

We have a nice variety of vendors who will be showcasing their services and products. When you visit with them, please let them know how much you appreciate their participation in our show. Our own legal columnist, Ryan Leagre will have a booth. Feel free to stop in and ask him your legal questions while he is there. Indiana's own social media star, Brian Wagaman, aka "Tow Truck Wag's" will be on hand to meet everyone as well. Be sure to visit his booth and say hi!

Plan to attend our guest speaker presentation by Brian Riker and Michelle Sukow on Saturday morning, starting at 9:30. Then be sure to get registered for the driving competition and beauty contests, as well as the "Water" Challenges conducted by the folks at Worldwide.

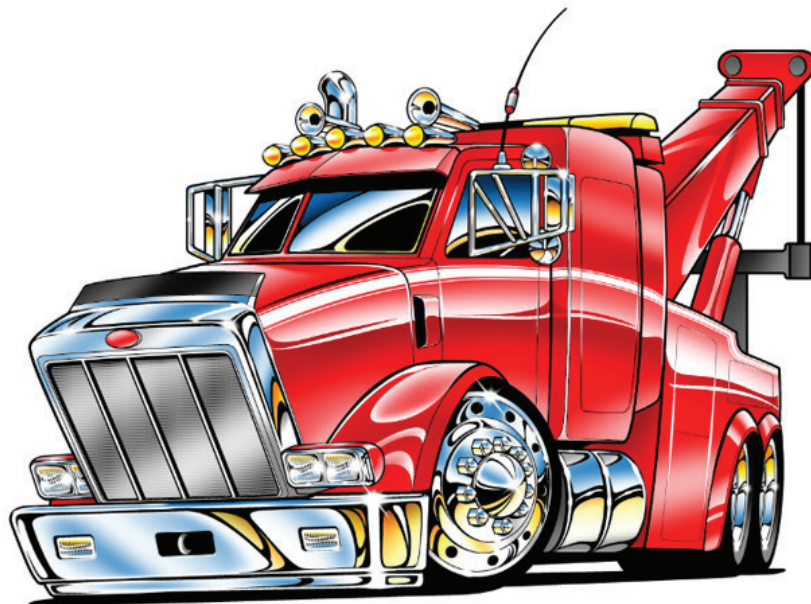
The "Power of the Purse Ladies Luncheon" will again take place at noon on Saturday. Tickets in advance are \$20.00. This is a fundraiser for the ITWA Scholarship Fund. Please donate a purse for this worthy cause. The kids activities will continue on Saturday, plan to stop at the Penny Lane VW Photo Bus and get your selfie pictures made.

We are having a Silent Auction again this year. Bring an item or two for the auction table. Let's make this the biggest silent auction yet!

We will end the day on Saturday with an awards ceremony, food and fellowship. This is going to be a jam-packed weekend that you won't want to miss. Come and join your fellow towers for fun, fellowship, food, entertainment, education, and much more. If you would like to donate an hour or two to help work any of the events, please let me know.

Looking forward to seeing you all at the show!

Sue





Brian Riker

Michelle Sukow

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.

Tow Show Hotel & Camping Options

ITWA has secured rooms at the following hotels:

Hampton Inn – 765/481-2920 - \$154 plus tax

Holiday Inn Express – 765/483-4100 - \$174.99 plus tax

**There will be free shuttle transportation between
the hotel and the Fairgrounds.**

**ITWA has arranged for security
at the Fairgrounds overnight.**

**If you want to camp – there are limited spots
at the Fairground for \$65.**

Please contact Sue if interested.

CLOSING CALLS & BUILDING SALES FOOD FOR THOUGHT

Inflation seems to be a big topic no matter what industry you are in these days. The facts are that resources cost more, and we must pass those costs down the line. We have all had those customers that challenge you on what your services are worth. You know the ones who say, “well you towed my car 2 years ago and you only charged me ...”. Prices and interest rates have risen substantially since post-covid, but how can we combat that when trying to close the sale? Businesses cannot operate in the red, they need to at the bare minimum break even, although we all know profits are the goal.

How do you close calls in your companies and get the customer to see the value of doing business with your company? One way we can do this is by remembering that even though we do this every day and have heard almost every scenario, our customer is in a predicament that they are unfamiliar with and need to feel they can trust the professionals they are reaching out to in their time of distress.

We have in most cases desensitized ourselves to the everyday drama of dead batteries, keys being locked in vehicles, slide offs, and accidents. We need to find ways to relate to our customers and let them know we are here to help and empathize with their situation. We can do this by treating each customer as we would any loved one or friend. Let them know we can help them and get them taken care of in a timely and professional manner. Dispatchers set the tone for how the customer expects to be treated. Being respectful of the caller’s time and understanding they will likely be agitated, through no fault of ours. Thank them for calling your business, and then let them know who they have the pleasure of speaking with to start off. Ask them how you may help them, and jot down as many details as possible, so they do not feel like they are repeating themselves. Reassure them that you can help them as soon as you can get the rest of the needed information. Give accurate ETAs to the best of your ability. Let them know if they should expect a follow up call from the driver when they are on their way. Make sure that if you are quoting the price that you let them know that you are giving them a quote, and that depending on what the driver gets into, it may be a little more, if you believe there may be additional services (i.e., dollies, skates, winching). Offer the driver’s name if you know who will be assisting them. Phrasing a call correctly can be the difference between getting the call or them choosing to continue shopping around.

Every call is a potential sale, and stopping consumers from shopping around will mean more revenue for your company.

Look forward to seeing everyone at the Tow Show this month.

Karrie Driscoll
ITWA Secretary



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2023 ITWA TOW SHOW REGISTRATION FORM

Company: _____

Name of Person attending: _____

Name of Person attending: _____

Name of Person attending: _____

Name of Person attending: _____

Beauty Contest Entries: Please fill out separate entry form, and return with your show registration and payment.

Ladies Luncheon Tickets are \$20 each

_____ # of Tickets needed – Ladies Power of the Purse Luncheon \$20 each Total \$ _____

Name of Person attending: _____

Name of Person attending: _____

Name of Person attending: _____

Name of Person attending: _____

Grand Total \$ _____

Company: _____

Phone _____ Email: _____

Credit Card Authorization:

Name on Card: _____

Card # _____ Exp _____ CVC _____ Zip _____

Please email all registration forms to Sue@Northwesttowing.com



ENTRY #

CLASS

**2023 INDIANA TOW SHOW AT BOONE COUNTY FAIRGROUNDS- BEAUTY
CONTEST ENTRY**

Company:_____ **Driver:**_____

Address:_____ **City, St. Zip:**_____

Phone:_____ **Owner:**_____

Chassis Make:_____ **Model:**_____ **Yr.**_____ **GVRW**_____

Body Make:_____ **Model:**_____ **Yr.**_____ **Rating**_____

Are you a member of a towing association? (Y) (N)

Name of Association:_____

Note: Unit must have a manufacturer sticker in the door.

****Mark (Circle) only one class per entry form. One truck per entry form. ****

CLASS A - WRECKER/ROLLBACK	UNDER 25,999 GVWR	\$25.00	\$35.00
CLASS B - MED. DUTY WRECKER	26,000-33,000 GVWR	\$25.00	\$35.00
CLASS C- SPECIALIZED EQUIPMENT	ROLLOFF-DTU-ETC	\$25.00	\$35.00
CLASS D - HEAVY DUTY CLASS	OVER 33,001 GVWR	\$25.00	\$35.00
CLASS E – ROTATOR	OVER 25 YEARS	\$25.00	\$35.00
CLASS F – ANTIQUES	OVER 25 YEARS	\$25.00	\$35.00

**I AUTHORIZE JUDGES TO OPEN COMPARTMENTS FOR INSPECTION IF I AM NOT PRESENT
WITH MY TRUCK DURING INSPECTION.**

Signature:_____ **Date:**_____

DOT CHAT WITH BRENT HOOVER



Hello and welcome back! If you are new to the column I would like to take a minute and bring you up to speed on who I am. My name is Brent Hoover. I am a Master Trooper with the Indiana State Police. I have started my 19th year with the ISP. I am assigned to the Commercial Vehicle Enforcement Division or CVED for short. My primary daily duty is to enforce the State and Federal Regulations for CMVs in the State of Indiana. I am certified to complete Part A and B Inspections, as well as General Haz-mat and Cargo Tank inspections. I am also a Part B Instructor for the National Training Center, which means I teach new inspectors how to inspect and document Level 1 Inspections. I have competed twice in the North American Inspectors Championships. I am the current administrator of the CVED Facebook page where I post about tips and tricks to improve your pre-trip inspections and to avoid common roadside violations.

This month I would like to take the time to talk a little bit about Annual Inspections that are required on CMVs. Most tow companies in my area are also repair facilities and conduct annual inspections. So, are you following the proper guidelines?

396.17 Periodic inspection:

(a) Every commercial motor vehicle must be inspected as required by this section. The inspection must include, at a minimum, the parts and accessories set forth in appendix A of this part. The term commercial motor vehicle includes each vehicle in a combination vehicle. For example, for a tractor semitrailer, full trailer combination, the tractor, semitrailer, and the full trailer (including the converter dolly if so equipped) must each be inspected.

Question: May the due date for the next inspection satisfy the requirements for the inspection date on the sticker or decal?

Guidance: No. The rule requires that the date of the inspection be included on the report and sticker or decal. This date may consist of a month and a year.

Make sure that you are using the most up-to-date form dated 2022. Rear Impact guards have been added to the criteria to inspect.

When conducting annual inspections just remember that every item on this form can be looked at in the regulations as far as a better definition of what is required.

*Are you certified to be conducting inspections? If you would like a copy of the required certification form, please contact me at bhoover@isp.in.gov. I will you a copy of the required form.

If you have any other questions, please feel free to contact me.

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.



Don't Forget about Title 32 Liens and How to Use Them to Secure Payment of Towing Invoices

My name is Ryan Leagre and I am an attorney at Plews Shadley Racher & Braun LLP. I represent towing companies in various capacities, including helping them recover the costs of responding to large accidents and navigating statutes and ordinances that regulate the industry.

Back in the September 2022 edition of Hook & Winch, I discussed the benefits of "Title 32 Liens." One of the main benefits of a Title 32 Lien is that if you have to file suit to recover on an unpaid towing invoice, you can recover your attorney fees. This is unique in the American legal system because parties typically must pay their own attorney fees even if they are ultimately successful. This is an extremely valuable remedy for towing companies because the threat of recovering your attorney fees can quickly persuade the non-paying party (typically an insurance company) to be more reasonable and speed up resolution of the dispute.

Title 32 Liens are an under-utilized remedy that all towing companies should consider using when negotiating with responsible parties. For that reason, I wanted to take this opportunity to highlight these four important points about Title 32 Liens:

60-Day Deadline to Record Lien

To secure a Title 32 Lien, the towing company must "record" the lien at the County Recorder's office within 60 days of first performing the towing services. So you must act quickly.

Low Cost

The lien paperwork takes less than an hour to prepare (we have a form to use) and the County's "recording fee" is nominal (less than \$50).

1 Year to Enforce

Once the lien is recorded, you have 1 year to file suit to enforce it. This gives you plenty of time to negotiate and persuade the opposing party to be reasonable in paying your invoices.

Attorney Fees

If a lawsuit becomes necessary and you prevail, you may recover your attorney fees. Ind. Code § 32-33-10-9.

The Main Takeaway for *Your* Business: Given these benefits, you should consider recording a Title 32 Lien as soon as you suspect the opposing party does not intend to pay your invoice in full. This lien provides significant leverage and can help resolve towing invoice disputes quickly. But you must act fast to record the lien.

If you have any questions about Title 32 Liens or other legal matters related to the towing industry, please send me an email (rleagre@psrb.com) or give me a call (317-637-0700).



Saturday 12:00 PM –

POWER OF THE PURSE LADIES LUNCHEON - \$20

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

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.

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.)

ITWA RAFFLE

August 19th, 2023

Where:

ITWA Tow Show at:
Boone County Fairgrounds
1300 E 100 S
Lebanon, IN 46052

How to Buy:

Contact an ITWA
member for tickets

Cost:

\$10 Per Ticket

*Tickets must be returned to
ITWA by August 12th, 2023*



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Tow Right, Inc.
Vander Haag's
Walt's Service
Wilson's Towing & Storage
Worldwide
Zore's Inc.



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

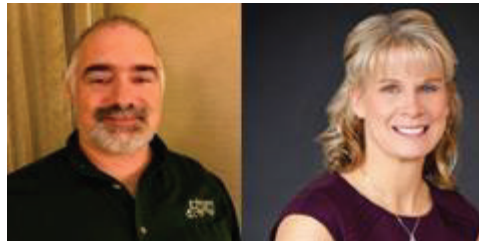
9:00 AM – 4:00 PM - SILENT AUCTION OPEN (Tables at ITWA Booth)

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**