



towPartners Announces Tow Institute – Field and Business Training Programs for Towing Companies

Keller, TX, August 08, 2007 --(PR.com)-- towPartners today announced the launch of Tow Institute, a towing industry training school. Tow Institute looks to serve the industry with several events beginning in March 2008 as they bring top-tier training to the towing and recovery industry. The focus of Tow Institute is to bring quality towing and business education to the towing industry. Tow Institute is not a trade show but an educational event designed to offer variety and flexibility to students in new ways. towPartners is committed to providing value to the businesses of those who attend by making the most of the time available from every student. Class sizes are limited to ensure a quality education experience.

Tow Institute brings together Field Operations training with hands-on instruction as well as Business Management training. Each student will register for a preferred study track and will also choose from a variety of elective classes ensuring a targeted learning experience for everyone who enrolls. This approach, similar to having a major in college, allows Tow Institute to offer the best of both worlds and something for everyone who works in a towing company.

“towPartners has seen an overwhelming demand for training within the industry over the past few years and there simply have not been enough classes available to those who wish to learn,” stated Jeffrey Godwin, Vice President of towPartners. “Though we recognize there will still be a need for even more programs to be built for the industry to support its training needs, we felt it important to do our part through Tow Institute. Thanks to the generosity of our sponsors and a talented group of trainers, I am confident we will be able to provide significant value to our students.”

Tow Institute will launch officially in 2008 with events on the following dates in the cities shown. Specific information on locations can be found on the Tow Institute website. These cities and dates are specific to 2008 and will change annually.

March 14-16 (Phoenix)
May 2-4 (Philadelphia)
July 11-13 (St. Louis)
September 5-7 (Seattle)
October 17-19 (Atlanta)

Tow Institute is operated by towPartners and has already secured sponsorship from Jerr-Dan Corporation, Sprint Nextel Corporation and Aramark Uniform Services. These and other corporate sponsorships will ensure student's costs are reasonable and that quality materials, tools and instructors are available for each event. Student meals and activities will be included in the program.

Joel Amsley, Vice President of Jerr-Dan Corporation said “The tremendous flexibility of classes to attend along with the opportunity for students to choose the dates when they participate is just the beginning of a strong value proposition for the students of Tow Institute and the Jerr-Dan Corporation is proud to support this endeavor.”



More information can be found by visiting www.towinstitute.com. Additional information is also provided in the current issue of the towPartners Advisor magazine being shipped this week.

About towPartners

towPartners is a division of towXchange, Inc. and is the leading provider of benefits to the towing and recovery industry. towPartners improves vendor relationships and the bottom line at towing and road service providers nationwide as well as within asset recovery operations. The towPartners program provides better pricing and quality service to towing and road service companies of all sizes as well as to those employed in the industry. The towPartners program currently has over 30,000 towing company members. To learn more about towPartners, visit www.towpartners.com.

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