



International 4-Wheel Drive Trainers Association

Q3 2022 Newsletter

Organization News

We are now three quarters down in 2022, and we hope this finds you well. We have quite a bit of information to share with significant news and the TFC coming up in October.

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Member News

We are pleased to announce that Ben Maher became a certified association member in July of this year. Ben worked his probation period rigorously to meet all the standards of the association, and we welcome his hard work, vision, and leadership to our ranks.

For personal reasons, Richard Larusso has resigned from the organization as a certified trainer. We wish Rich well in his future endeavors and thank him for his many years of service and support to the organization.

Code of Conduct

As you may remember, we have established and published our Code of Conduct, and has been on our website for review. Now is the time when we ask all of you, all of us, to sign the code cover page and send it back to us. Our members want to ensure everyone knows the code and has read it. The code is downloadable as a PDF document from the website and should be easy to execute. Should you have any technical problems, please contact us. We will remind everyone with additional emails to ensure we do not miss anyone.

2022 Testing for Certification

Our Testing for Certification is scheduled for October 16-21 TFC in NM and will have a good group of candidates looking to test their abilities. Based on the feedback received from the 2021 TFC, we have added a new volunteer position, the candidate coordinator. We will test this position this year, and Kevin Burden has volunteered to take this on. The coordinator will act as a single point of contact for administrative information and issues with the candidates. The overall definition will evolve as we learn from this test. We are

expecting nine candidates and 24+ instructors at the event, so if you on the fence, come on down!

Communications Team

The Communications team needs new volunteers to help with postings and social media presence. If you have an inkling of becoming an Instagram star influencer personality, please let us know. Be on the lookout for future emails with additional details.

Presentation Modules Review Team

Update by Chris Nelson:

I want to express my gratitude to everyone who is contributing to the updating of our training modules and to Kevin Burden for creating a Side by Side module. The documents are on Google Drive and shared with those individuals who have offered to help. In this format, we can track edits and view the most up-to-date versions of these modules. Our goal is to ensure our curriculum stays current and cohesive. If you are interested in getting involved, we still need someone to work on the Navigation Course Module.

Ford Event at Romeo Proving Ground

By Ben Maher:

In July, Ford Motor Company hosted an event to facilitate practice and sharing of knowledge. The closed-door meeting was held at the historic 4000-acre Michigan Proving Grounds in Romeo, MI. Attendees not only included I4WDTA certified trainers but also Bruce Township Rescue (emergency response) and a variety of subject matter experts internal to Ford. This collaboration allowed for an opportunity to practice in various vehicle recoveries, drive some current and upcoming products offered by Ford, and assist in extracting occupants from a simulated post-accident situation. Overall, the gathering was a huge success, with most walking away learning a thing or two.

Overland Expo PNW and Local Rallies

By Michael Block:

The first Overland Expo PNW was held in July. The venue was at the Deschutes County fairgrounds near Bend, Oregon, USA. This Expo was like the rest of the Expos held around the country in different locations with vendors from OEMs to the smallest vendors selling dried meats. The big Expos are very much a gear whore sales show. If you can get past that, you can make connections with folks. I did not work the event as a featured trainer but worked at a booth for a small vendor selling recovery equipment.

The large Expos are run very much like a trade show (SEMA) with sales, closing the doors daily at 5:00 PM sharp. You have the opportunity to talk with thousands of folks throughout the weekend but have maybe five minutes to try to communicate the importance of training before the next flashy piece of gear catches their eye.

We will be working our fourth overland event at the end of September. We are the featured trainers for this event and have a full schedule of training planned. The smaller events allow you to make better connections with folks as there are fewer vendors and gear to catch their eye. From the smaller events, we have managed to build a following and book private group trainings and individual clients to fill our public classes. As a newer company building our brand in the PNW, I would recommend working the smaller local events to promote what you can offer folks and your brand recognition.

Working the smaller events, we have managed to get paid as the featured trainers providing a service that the more well-known brands couldn't afford to attend. In the past, we had given this time away, but over the past three years have built a reputation for providing solid training that folks are looking for.

If you are building your brand as a new training company, I would recommend attending the trucks and coffee events offering the event host to conduct a basic demo of what you can provide and start to build that following to fill your classes.

If you have questions about getting started with these types of events, feel free to reach out!

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The B&C Corner

Words from Bill Burke



I4WDTA Online Store

The easiest way to access the online store is on the I4WDTA homepage (linked below) and click on "Store".

[I4WDTA Homepage](#)

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