



International 4-Wheel Drive Trainers Association

Q4 2022 Newsletter

Organization News

It seems like a long time ago, but less than two months ago, we finished our 2022 TFC with great success. The 26 members that came to help run the event did a fantastic job, keeping the candidates moving, thinking, and challenged the entire time. The level of professionalism on display was outstanding, and the feedback from the candidates validated the experience. Thank you again for all your hard work.

With 12 participants, it was a packed but very smooth-running event. The result yielded four new members: **Jamie Marshall & Bill Tillery (passed)**, and **Daniel Markofsky & Josh Droppo (probation)**. They all exhibited the characteristics and attitudes that make this professional organization what it is and will be.

Two other certifications came out of this TFC; Chris **Nelson** was also certified as a Master Trainer, a well-earned and deserved recognition to Chris for his

ability and contributions to the organization. **Mike Brent** is now a fully certified member, completing his probation by working and focusing on all aspects of training and exceeding expectations.

Also, during the TFC, we had a comprehensive review and hands and feet on the Rivian truck. Bill Burke and Chris Nelson provided sessions to all the members and the candidates, from basic introduction to detail maneuvering and trail driving. This kind of in-depth learning is available to all members attending the TFC to continue to elevate our knowledge so you can use it for your training events. We thank Bill, Chris, and Rivian for allowing us this opportunity. Chris is working to develop a TFC module for electric vehicles, to continue our education on the subject.

Pinzgauer! John Marshall shared the 6X6 712 Pinz and its inner working with us, and it became an instructor favorite in the obstacle course. In addition to using the Rivian in the vehicle 360, the Pinz was added to the mix to ensure our candidates can find the key features and practice what to do when encountering a platform such as this. Thank you, John, for sharing; nothing cooler on the highway than a Unimog pulling a 6x6 Pinz on a trailer.

2023 TFC is scheduled for October 15-20 in Tularosa, NM. Start your planning so we can make it another fantastic event.

Our Future, Short and Medium-Term Goals

As you have seen via email, sharing our goals and calling for your help, we are creating action for our short and medium-term objectives of Advocacy, Promotion, and Industry Recognition. Thomas Burton has volunteered to lead

this project for the organization and is looking for volunteers to help with the plan based on your contacts. Please respond to Thomas by January 15th. Thank you for being so supportive, as this body of work will set the stage for improving our service to all members.

Code of Conduct

Thank you all who have responded with the signed Code of Conduct cover sheet. This is a reminder for those who have yet to complete the action to take advantage of any downtime you may have to catch up and send us your signature, agreeing to abide by our association code. If you have any questions, please get in touch with Izzy Sanchez.

Company & I4WDTA Logo Workgear

Having been through 3-4 clothing vendors for Backroad 4WD Training, I was tired of buying sub-quality made clothing that the logo art would literally peel or fray off the garment would shrink or tear easily. I wanted made-in-the-USA clothing with a guarantee. I found 1620 work wear through a family member that had been using them for years in commercial use and had found them very durable. I contacted 1620 and found out they can do embroidery and silkscreen company logos. We worked with a rep that specialized in company logo workwear.

This past fall at TFC, several folks commented on the quality of our 1620 logo gear, and I wanted to share with the group that 1620 has the I4WDTA logo art

available for trainers to embroider on their gear. They can embroider or silk screen your company logo along with that service.

They are also offering a 20% discount on the purchase of gear using code I4DTWA. To have the I4WDTA logo embroidered on your garment is \$26.25 per garment. Your company logo cost will vary depending on how many colors you have in the logo for both embroidery and silkscreen.

We had our logo embroidered on the left chest area and the I4WDTA logo on the right sleeve/shoulder with a large logo silkscreened on the back (see attached photos). We have been using the gear for about nine months and are very satisfied with the durability and quality of the garment and the logo work. 1620 is not inexpensive, but after purchasing better than a dozen t-shirts and sweatshirts that are for shop use only now, it was worth it to us to buy quality this time around.

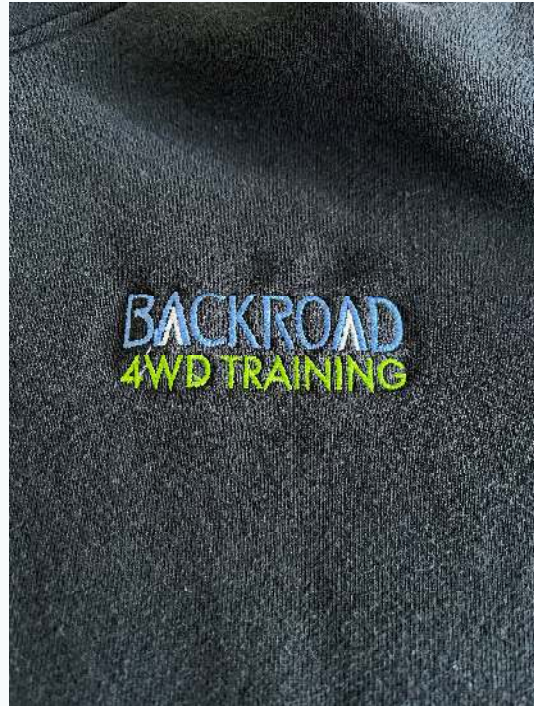
Emily Eno is our contact at 1620. Her email is emily@1620usa.com. She is aware this information is going out in this newsletter. You will be required to purchase 12 logo garments of any combination. We purchased the Tech Hoddie with reinforced forearms and front pocket along with the shop pant, but 1620 makes all kinds of different workwear that they can logo for your business.

<https://www.1620usa.com/>

Mike Block

mikeb@backroad4wd.com





PRP Program: Product Testing & Evaluation

The PRP program, over the last few months, has had an uptick in interest. With five companies who have submitted products or shown interest in submitting products for evaluation.

Several small changes to the program that are taking a little time to complete are the use of NDAs from the companies who are submitting products. The NDAs are sent out to the trainers who have stated they want to participate in evaluating products. Once the NDAs are returned signed, a PRP evaluation specific to the product will be generated and sent to those instructors.

Depending on the required detail of the evaluation, a set time to complete the evaluation will be provided.

The PRP evaluations that go out are detailed in nature, requesting basic information on the instructor's equipment being used to evaluate atmospheric weather and terrain conditions for the purpose of collecting any failures or issues with the product. More detailed or specific information on the product is requested on each PRP evaluation so the instructor can capture information while using the product in training or the field. The PRP evaluations are set up to be able to print a few copies and capture data in the field easily while being used. This will allow the instructor to log information, problems, etc., when it happens and not have to do it after a trip or training and try to recall the information.

Once all evaluations are returned, I will work to generate a report, good or bad for the company and let them determine if they want it to be published on the Website for a product we recommend.

We currently have ongoing evaluations of the Hawse Pro fairleads, DMOS Shovels, and upcoming evaluations on some tire repair and tire sealant products as well as quick connect tire deflators. I'm awaiting some NDAs to be returned and drafting the evaluation forms for them. Please keep in mind the faster the responses and return of required documentation expedites the process and completing the evaluations and getting it to the company that provided the products.

Thomas Burton

Tread Lightly! Legacy Award

Nena Barlow, Master Trainer, was awarded with the Tread Lightly! Legacy Award for her longtime advocacy and passion for off-road ethics.

Tread Lightly! Article

The B&C Corner



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Thank you to all those who came and contributed to our last TFC in October 2022. That was an incredible event and improves, with your contributions, each year. Well done all!

We had some great discussion at the 2022 TFC about the directions to take our

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During the last TFC I read some quotes from the book: Braiding Sweetgrass (Kimmerer). If you haven't read this book please take some time and do so. It is a heavy read about what I will call the "Honorable Harvest." In that we all pay for what the universe has given us in some form or another. I do believe most of us in

association - where do we want to be in five years? Thomas and Izzy, thank you for facilitating that meeting and for coordinating the responses all provided. As you are all aware, the 4wd world, whether commercial, military, recreational, etc. is evolving rapidly. So too are government's (local, state, and federal) rules and regulations regarding access to and use of government managed land. Although I personally do not see the I4WDTA's role as duplicating the many other organizations out there that fight for access to land, I really do think that there is a very specific role that the I4WDTA can play in educating OHV users. This would be as an entity, who, through our network of trainers, can offer the required "certifications / permits" to those wishing to use government managed land.

A case in point are the new laws in Utah requiring all OHV operators to complete and OHV education course before operating on public land. This is the Utah Off-Highway Vehicle (OHV) Education Requirement and will be implemented in 01/01/2023 as I understand it. I'm sure there will be many more states, especially those that have lots of government managed land, that will follow suit. I think the I4WDTA can really make a very positive impact in this regard by better ensuring the education that OHV users

this Association do hold our own ceremony, homage or obligatory "thank you!" to nature, the earth and the universe. Just the fact that you are involved with the I4WDTA means you are already "paying it forward." When I was a kid and just learning how to hunt - the men around me taught me the privilege and expectation of the Honorable Harvest. They introduced to me the meaning of ceremony! To say thankyou to the Deer that will feed me and my family and friends. We in the Association do participate in TREAD Lightly, Blue Ribbon Coalition, local clean up projects and community relations. Besides teaching and sharing your knowledge about 4WD things, the trickle down of just being damn good humans goes a long way. This past TFC proved it and I thank you for that!

Speaking of the 2022 TFC.... if I haven't done so, let me congratulate the newest members on becoming part of the awesome Association. I especially want to thank all the existing trainers who took so much time off from family and work, and at no small co\$t, to make it to the Cole Learning Center. The meetings and discussions we had about the future growth and direction were so good for my heart. I like, no, LOVE, the direction you members are taking the Association. And I approve this message!!!!

get, is the best.

Now, more than ever, is where the association needs contributions of ideas, paths forward, goals, etc. from all our members. If you're not involved, I'd encourage you to get involved in the I4WDTA. For those that are and continue to be involved and contribute, THANK YOU!

Anne and I wish you all happy and safe holidays and may 2023 be the best yet for you and yours.

We look forward to seeing you all again at the 2023 TFC.

-Chris Cole

Take care, stay healthy, best of business in the next year. Have a happy holiday season, whatever holiday you celebrate and lets get the New Year to be a quality and productive and prosperous 2023.

-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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