



# Press Release

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**FOR IMMEDIATE RELEASE**

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## **SCRS Announces More Details on *REPAIRER DRIVEN EDUCATION* at the SEMA Show**

*Prosser, Washington, April 5, 2010* — The Society of Collision Repair Specialists (SCRS) has announced additional details regarding their upcoming educational opportunities being featured at the 2010 SEMA Show. The educational track, entitled ***REPAIRER DRIVEN EDUCATION (RDE)***, will feature over 21 seminar offerings, many of which are being offered for the first time during RDE, and all of which specifically focus on issues and information that are relevant to collision repair professionals operating in today's marketplace. The RDE track, being conducted between 8:00 a.m. and 3:00 p.m. on Thursday, November 4<sup>th</sup> and Friday, November 5<sup>th</sup>, will be launched with an inspiring opening seminar conducted by Charles Coonradt, Author of *The Game of Work, Managing the Obvious* and *The Better People Leader*. For the past 25 years, Coonradt's concepts in the book *The Game of Work* have enriched the lives and businesses of thousands of collision repairers across the country, and in this rare opportunity RDE attendees will have the chance to hear from the author himself, how they can implement his concepts so that they, and their employees, will learn to enjoy work as much as play. Attendees will return to the workplace charged with excitement at the opportunity to apply these principles, and be able to partake in the final speaking engagement of Mr. Coonradt's illustrious career. The two day RDE program will also be packed full of information from speakers such as Mike Anderson, Toby Chess, Erica Eversman J.D., John Sweigart, Patrick McGuire Esq., Steven Feltovich, Tim Ronak, Greg Horn and many more.

The seminar topics will range from how to legally and practically address steering, to getting ready for transitioning your business to a lean model; understanding and performing OEM recommended repairs to finding out how 'quirky' customers can be your most valuable resources; how a lack of understanding of wage & hour compliance could devastate your business, to a look at how to drive business to your door through social networking media. A complete list of seminars included can be found on the SCRS website [www.scrs.com](http://www.scrs.com) which includes more specific details necessary to plan your time in Las Vegas.



“Any time the industry finds additional venues and opportunities where repairers can learn about ways to improve their businesses and capitalize on the energy derived from stepping out of your box to focus

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on the business, we win as an industry,” shared SCRS Executive Director Aaron Schulenburg. “Not only are the attendees going to have access to some of the best educational opportunities, speakers and specialists available to our industry, but additionally the participants are going to be able to harness all the excitement that the SEMA Show has to offer.”

“One of the most attractive benefits we see for SCRS’ affiliation with the SEMA Show is the opportunity for growth and enhancement that it presents to the average repair facility,” added Barry Dorn, SCRS Chairman and repair facility owner. “In today’s market, it is increasingly more difficult for repairers to operate with diminishing margins and increased pressure. As a business owner, I am really excited about exploring what other revenue sources may exist that I can plug in to my existing business. I have the building and I have the staff; if there is another business opportunity that caters to my customer base, and only requires investment in some inventory and additional training, I want to know more about it. The SEMA Show is certainly the perfect venue to learn more, and such a logical place for our industry to meet.”

"The SCRS and its members represent an important audience at the SEMA Show," stated Peter MacGillivray, SEMA vice president of events and communications. "We're pleased to be working with them to develop programs and features that are relevant to the collision repair industry."

Exhibitor space sign-up for the show has already opened, and exhibitor applications received with deposits by May 7<sup>th</sup>, 2010 will be included in the priority space selection process. Attendee online registration will open on April 5<sup>th</sup>, 2010. Attendees will be able to register for both their SEMA Show entrance and SCRS RDE seminars through the show website [www.semashow.com](http://www.semashow.com).

**About SEMA and the SEMA Show:** The SEMA Show is a trade show produced by the Specialty Equipment Market Association (SEMA), a nonprofit trade association founded in 1963. Since the first SEMA Show debuted in 1967, the annual event has served as the leading venue bringing together manufacturers and buyers within the automotive specialty equipment industry. Products featured at the SEMA Show include those that enhance the styling, functionality, comfort, convenience and safety of cars and trucks. Additional details available at [www.semashow.com](http://www.semashow.com) or [www.sema.org](http://www.sema.org), (909) 396-0289

**About SCRS:** Through its direct members and 39 affiliate associations, SCRS is comprised of 6,000 collision repair businesses and 58,500 specialized professionals who work with consumers and insurance companies to repair collision-damaged vehicles. Additional information about SCRS including other news releases is available at the SCRS Web site: [www.scrs.com](http://www.scrs.com). You can e-mail SCRS at the following address: [info@scrs.com](mailto:info@scrs.com).

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