



Press Release

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2007 SCRS Industry Achievement Awards Honor Two Individuals of Rare Distinction and Dedication

Prosser, Washington, May 14, 2007 — Two individuals that have spent a large portion of their adult lives making the collision repair industry a distinguished profession are the latest recipients of SCRS industry achievement awards. Sheila Loftus, president of Sheila's Information Network, Inc. and one of the founders of the Women's Industry Network, and Bob Smith, president of Storm Appraisal and Management Services, were honored at a ceremony presented as part of the SCRS 25th anniversary celebration the evening of April 10 at the Crowne Plaza Hotel in Atlanta, Georgia.

Loftus was honored with the SCRS *Lifetime Achievement Award*. She has been a tireless industry advocate and activist for over three decades, many of those years spent as the executive director of the Washington Metropolitan Auto Body Association (WMABA) and as the managing editor of *Hammer & Dolly*, an important and unique industry magazine that combines investigative reporting, informed (and sometimes controversial) opinion on key issues, and a healthy (and much appreciated) dose of entertainment value. To try to encapsulate Sheila's career in a few brief words is futile, but it is not hyperbole to say that few have matched her wide-ranging and positive impact on the collision industry, reflected in the fact that she is only the seventh person to receive the *Lifetime Achievement Award*.

"Accepting an award of this magnitude is humbling," Loftus says, "but truthfully it belongs to the entire industry and I would like to take this opportunity to gift it back to all the great men and women who are a part of it. I wouldn't be the person I am today without exposure to and immersion in this profession and all its complexities. That I've managed to add a touch of pink to the proceedings as the first woman to receive it is icing on the cake."

"Sheila is an icon, plain and simple," asserts Chad Sulkala, Chairman of the SCRS Awards Committee, "an almost larger than life figure that continues to maintain her passion for the industry and won't settle for anything less than a truthful perspective. Sheila has one purpose in mind—the well-being of our industry—and we're all the better for it."

Smith, a Missouri resident, received the *Individual Service Award*, bestowed upon those who have accomplished a *specific* deed during the year that contributes to industry betterment. Bob did this by promoting industry unity on a regional level, as he was instrumental in bringing together three state associations—the SCRS Missouri/Kansas chapter, AASP Missouri and ASA MOKAN—to lobby legislators on behalf of the industry and forge solutions to common problems. His efforts helped drive a joint conference at which four Missouri legislators spoke to a crowd of several hundred local repairers.

Smith downplays the significance of his accomplishment. “While I am deeply appreciative of this award and will cherish it, our success was the result of a team effort,” he says. “I have a very friendly relationship with the other state groups and we had been doing a lot of legislative work together already. The conference came out of many mutual ideas. My only intention was to do what needed to be done, though it’s great that others are finding merit in the result.”

“Bob was tireless in his promotion of cross-association cooperation,” says Sulkala, “Forging constructive dialogue and action between separate entities is hard work, and Bob was definitely up to the task. He created a positive model of cooperation to which all can aspire—a valuable contribution in a business environment that can be contentious at times.”

The SCRS awards committee consists of members from each level of SCRS membership—corporate, company, affiliate, platinum and general. Any SCRS member can submit a nomination to the committee, who then review each submission and discuss them at length to determine their merit. “This is the first year we have opened up nominations to the entire membership,” explains Sulkala, “and we’re pleased with the response. We’re hoping to receive even more nominations next year as we get the word out and continue to promote those who exemplify that ‘Working Together Is the Most Important Work We Do.’”

Through its direct members and 34 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. You can e-mail SCRS at the following address: info@scrs.com.

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