



# Press Release

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## **FOR IMMEDIATE RELEASE**

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## **Steve Regan Appointed to SCRS Board of Directors**

*Candidate's experience with affiliate associations helps round out the Society's focus.*

*Prosser, Washington, February 25, 2008* — The Society of Collision Repair Specialists (SCRS) wishes to announce that Steve Regan, the former executive director and current communications and public relations consultant of the Massachusetts Auto Body Association (MABA) has been appointed to the SCRS Board of Directors. He will fulfill the remainder of the term of Chad Sulkala, who recently resigned his position.

Regan is the president of Regan Strategies, a Massachusetts-based media and communications consulting business that has been representing collision repairers and collision repair organizations since 1999. His relationship and experience with MABA, a SCRS affiliate association, highlights the Society's ongoing commitment to its affiliates. Regan is also from the same state as Sulkala, which preserves the Society's geographic balance.

"Our affiliates are one of our greatest assets, so it makes sense that they maintain a presence on our board," says SCRS Executive Director Dan Risley. "Steve's profile is shaped by his involvement with a strong statewide group of repairers, and this makes him an excellent candidate to represent this segment of our industry."

Likewise seen as beneficial is Regan's involvement in the legislative efforts undertaken by MABA to promote and protect the long-term viability of the industry in its state. This type of legislative expertise is welcomed by SCRS because it will provide residual value to affiliate members—shared knowledge gained through hands-on experience that is difficult to duplicate.

"First and foremost, I see myself as providing a degree of continuity to the great work that SCRS does on behalf of state and regional associations," states Regan. "I am also glad that I will get the chance to participate in supporting the national positions they have taken on, such issues as steering and protecting repairer data contained within the EMS extract. But at the same time, we must continue to conduct ourselves as professionals and seek productive ways to forge solutions with other industry segments. SCRS is a standard-bearer when it comes to this approach. I am honored to be part of their team."

“Steve is a well-rounded professional whose industry commitment is documented by his regular attendance at Collision Industry Conference (CIC) and SCRS meetings, as well as his involvement with the SCRS Legislative Committee,” says SCRS Chairman Farzam Afshar. “He keeps abreast of the issues, so he’ll be able to jump right in and make a contribution which is a welcome addition. His knowledge of the industry complements that of existing board members. Additionally, we would like to take this opportunity to thank Chad Sulkala for his service to the industry and our association. Both Steve and Chad’s approach to addressing issues is a direct parallel to our philosophy 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](http://www.scrs.com). You can e-mail SCRS at the following address: [info@scrs.com](mailto:info@scrs.com).

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