



# Press Release

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## **FOR IMMEDIATE RELEASE**

For Further Information

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## **Local Associations Share Ideas and Exchange Business Strategies at SCRS Affiliate Leadership Conference**

*Prosser, Washington, June 27, 2008* — The Society of Collision Repair Specialists (SCRS) announces that planning for its third annual Affiliate Leadership Conference is underway. While the agenda for the event has not been finalized, those attending can be assured that networking between affiliates will be emphasized, with representatives from each association sharing—formally and informally—the challenges they have faced and their success in dealing with them.

The SCRS Affiliate Leadership Conference is unique in that it spotlights and addresses the needs of affiliate associations and their members. In the process, it leverages the grass-roots strength of state associations utilizing a regional focus distinctive to SCRS as a national industry entity.

“A collision business can’t succeed in a vacuum,” says SCRS Chairman Gary Wano. “This is truer than ever in today’s ‘Information Age’ where industry issues arise and change in the blink of an eye. Tapping into each other’s knowledge helps us remain a healthy, viable industry; it contributes to SCRS being more than the sum of its parts.”

For example, one association may have experience in lobbying for collision-friendly legislation, another may possess insight on how to effectively work with their respective state insurance commissioner or attorney general and a third may have expertise in improving an association’s marketing effectiveness. “The conference provides exposure to expertise and ‘battle-tested’ strategies an attendee might not otherwise have time to seek out. In addition, the conference is a chance for the SCRS board to obtain feedback on how it is doing, and an opportunity for us to communicate our plans and intentions directly to the affiliates,” adds Wano.

SCRS Vice-Chairman Barry Dorn points out that the Affiliate Leadership Conference creates traction for pooling resources that can lead to the initiation of large projects. “Sometimes trends, policies or legislation relate to more than one state or region,” explains Dorn. “The necessary information gathering may require more effort and manpower than is normally available to a single association. But if two or three associations pool their resources together and coordinate a multi-state survey, for example, it becomes more cost effective and powerful. The SCRS Affiliate Leadership Conference is excellent at fostering and creating excitement for cooperation of this kind—the kind of collaboration that strengthens our industry and serves as the purest expression of ‘Working Together is the Most Important Work We Do’.”

The third annual SCRS Affiliate Leadership Conference is scheduled for Thursday, September 25<sup>th</sup>, from 8:00 a.m. to 5:00 p.m. at the I-CAR World Headquarters in Hoffman Estates, Illinois. Further information about the conference will be made available in the ensuing weeks. You may also contact SCRS Executive Director Dan Risley at (708) 598-3384 or via email at [danrisley@scrs.com](mailto:danrisley@scrs.com) and SCRS administration office at (877) 841-0660 or via email at [info@scrs.com](mailto:info@scrs.com).

Through its direct members and 35 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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