



# Press Release

**Society of Collision Repair Specialists** • P.O. Box 909, Prosser, WA 99350 • (877) 841-0660 • Fax (877) 851-0660

## **FOR IMMEDIATE RELEASE**

For Further Information  
Contact Aaron Schulenburg, SCRS Executive Director  
Phone: (302) 423-3537 or e-mail: aaron@scrs.com

## **SCRS Launches Educational Seminar Series in Atlanta**

*First of several seminars being introduced to repair markets across America  
generates outstanding feedback*

*Prosser, WA, August 26, 2009* — On Tuesday, August 18<sup>th</sup> the Society of Collision Repair Specialists (SCRS) hosted close to 30 individuals at the first of three educational seminars targeted at different markets across the United States. The event in Georgia was co-hosted by the Georgia Collision Industry Association (GCIA) and was instructed by Steven J. Feltovich of Sherwin-Williams Automotive Finishes. The event was co-sponsored by Mitchell International, Hertz and Alldata Collision Connect.

The 8-hour intensive training program, entitled “Improving Workshop Efficiency,” gave participants a very focused understanding of the history of lean production and specifically the application of the process of continual improvement within collision repair facilities. The course content included topics and education on running the shop more efficiently and effectively, raising the output quality while lowering operating costs, capturing more market share through continuous improvement, maximizing production and profit opportunities, and developing systems and processes for assuring greater customer loyalty. In addition to the course content, attendees of the class will receive 15 credits towards their Automotive Management Institute (AMI) accreditation.

“Bringing educational opportunities to the industry is a high priority to the association,” stated SCRS Executive Director Aaron Schulenburg. “Hosting these events provides a forum for SCRS to really help facilitate continual improvement for our members, and allows us to deliver solutions that so many repairers are searching for. With the economy and pressures that exist today, there truly is no more relevant course material than a class that focuses on tangible examples of how to reduce expenses while increasing quality, output and return on investment.”

“It was a pleasure to co-host this event with SCRS,” stated Howard Batchelor, Executive Director for the GCIA. “If collision shops are going to stay competitive and advance their businesses in this increasingly changing market, they have to adopt business strategies that ensure their productivity and efficiency. That is exactly what this class teaches you, and exactly the type of material the GCIA wants to be bringing to our membership as well. Steve Feltovich’s presentation was right on target on how to change the culture of a collision repair facility and lay the foundation for continual improvement.”

Participants of the seminar were quick to agree with the value derived from attending the course. Jeff Brown of Aircraft Collision in Smyrna, Georgia shared, “This was a great class. It was very eye opening as an owner who needs to work on the business, not in it.” Steve Peek of Collision Works in Roswell and Atlanta, Georgia agreed, “This was powerful stuff from a straight forward ‘no bull’ instructor. Those of us in the industry that ‘get it,’ and are able to convert to a lean culture, will clearly prosper.”

Collision repairers across the country will continue to find opportunities to attend quality educational events that aim to help improve their business. SCRS currently has additional “Improving Workshop Efficiency” classes scheduled on the dates listed below, with a third class taking place in Philadelphia towards the end of the fourth quarter. In addition, SCRS will also be introducing another seminar series entitled “Profiting From Control,” which will be introduced in October. Registration forms can be found on the SCRS website [www.scrs.com](http://www.scrs.com), or for more information about any of these events, please contact the SCRS office at [info@scrs.com](mailto:info@scrs.com).

**Sept. 22<sup>nd</sup> Seattle, WA**

**Co-hosted by the Autobody Craftsman Association (ACA)**

<http://scrs.com/pdf/Lean%20Workshop%20Registration%20Form%20-%20Seattle.pdf>

**Sept 24<sup>th</sup> Torrance, CA**

**Co-hosted by the California Autobody Association (CAA)**

<http://scrs.com/pdf/Lean%20Workshop%20Registration%20Form%20-%20Los%20Angeles.pdf>

**About SCRS:** 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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