



# Press Release

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## FOR IMMEDIATE RELEASE

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## CEO of ClaimsCorp International to Lead Dealing with Resistance to Change Seminar at SEMA Show

*Prosser, Washington, September 21, 2011* — The Society of Collision Repair Specialists (SCRS) has often trumpeted the word “opportunity” as a descriptor for the collision repair industry’s purpose at the SEMA Show, and in that spirit SCRS is pleased to announce that Sam Malatesta, CEO of ClaimsCorp International, has taken over the responsibility of delivering the aptly titled “Dealing With Resistance to Change” seminar on Friday, November 4<sup>th</sup> at 12:30pm.

Malatesta is the founder and CEO of ClaimsCorp International, a software and services company focused on leading the right changes in the Auto Claims Economy. He previously was a co-founder and senior vice president of North America’s first national collision repair chain. During his career in the automotive and insurance industry, Sam pioneered various “collaborative innovation” business models that have proven to add value to all stakeholders in the value chain; collision repair entrepreneurs, their employees, insurers and other key members of the supply chain.

As a post-graduate student, he attended The Director’s College from 2004 to 2006. Sam Malatesta was designated a Chartered Director by the Conference Board of Canada and The Michael G. DeGroote School of Business at McMaster University in 2007. This designation has been leveraged by Malatesta to bring global best practices in the areas of strategic planning, governance, organizational change and risk management to critical sectors of the industry.



The course content will work through the world of constant change faced by collision repairers, and discuss how to lead and manage through those changes while dealing with the inevitable resistance to it. Understanding the psychology of change and how to deal with it effectively is a critical focus point for collision repair facility owners and managers.

“This is an incredibly intricate topic, and the huge response in pre-registration to this class has further indicated the important role this issue has in the repair industry,” shared SCRS Executive Director Aa-

ron Schulenburg.. “Sam is really a terrific source of first-hand knowledge on this subject, and we recognized a huge opportunity to further amplify this session with the addition of his insight from both studying change management for decades, and having lived it throughout the course of his career.”

To register for SCRS’ Repairer Driven Education series, or for this seminar, visit [www.semashow.com/scrs](http://www.semashow.com/scrs).

**About SCRS’ RDE Series:** REPAIRER DRIVEN EDUCATION (RDE) series will feature over 21 seminar offerings, many of which are uniquely designed and being offered only at the 2011 SEMA Show. The series will be offered either as individual sessions, or as a package, and registrants will have the option to attend seven regular session seminars which will be delivered between the hours of 12:30 p.m. and 5:00 p.m. each day of the show; as well as a special headline presentation being delivered from 5:30 p.m. to 7:30 p.m. on Thursday evening. Each of the courses has been individually selected or crafted by SCRS because the content specifically focuses on information that is relevant to collision repair professionals and appeals to the diverse array of marketplace perspectives within the collision repair industry.

**About SCRS:** Through its direct members and 38 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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