



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

New Vo-Tech Student Pricing Announced For RDE Program at 2011 SEMA Show

Prosser, Washington, September 22, 2011 — Education remains the primary focus for the Society of Collision Repair Specialists (SCRS) during the SEMA Show, a point driven home through a special announcement made today by the organization.

New in 2011, students of vocational technical schools who are approved to attend SEMA through the SEMA Show Student Program, as well as their chaperones, will be eligible to attend SCRS' Repairer Driven Education (RDE) series for a significantly discounted rate of \$50.00 per student for a full series student pass. The pass allows for the student group to select a presentation in each educational time slot offered by SCRS, including the RDE Headline Presentation by Afterburner, Inc at 5:30pm on Thursday evening. The pricing structure was made possible through coordination between SCRS and the SEMA Education Institute, emphasizing the focus from both organizations on supporting the future of the automotive repair industry.

“It was at the 2010 SEMA Show that SCRS finalized our education facility membership arrangement with the Collision Repair Education Foundation, and we are pleased that for 2011 we have been able to find another way to help the education sector of the repair industry,” stated SCRS Chairman, Aaron Clark. “Like many of the new developments we have instituted this year, this program was the offshoot of feedback we received from members, in this case schools, and we are thrilled to have the ability to include these students in what is sure to be a memorable experience in their education.”

To take advantage of the RDE student discount program, contact Juliet Marshall, SEMA Education Administrator at julietm@sema.org, or by phone at (909) 978-6655. Approved students and schools will be walked through a specialized registration process.

For more information on SCRS' Repairer Driven Education series, or to register, please visit 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 39 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.

###