



# Press Release

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## FOR IMMEDIATE RELEASE

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## SCRS Member Wins Free Hotel Suite at SEMA Show

*Kye Yeung's name selected in SCRS special drawing promoting the Society's inaugural Repairer Driven Education (RDE) curriculum.*

*Prosser, Washington, September 7, 2010* — The buzz continues to build around the launch of the Society of Collision Repair Specialists' (SCRS) Repairer Driven Education (RDE) series at this year's SEMA Show. Adding to the excitement is the result of a special drawing for a free hotel suite at the Las Vegas Hilton—SCRS' headquarters hotel for the show—for which every RDE registrant who enlisted prior to August 31<sup>st</sup> was eligible.

SCRS is pleased to announce that Kye Yeung, owner of European Motor Car Works in Santa Ana, California, is the winner. "When I picked up the phone and found out I was on a conference call with Barry and Aaron, I was a little puzzled—why would they be calling me?" Kye recalls. "When they told me that I had won, I was floored because I never expect to win anything. The greatest honor wasn't that I had won the drawing, but that Barry told me, 'It couldn't have happened to a better guy.'"

SCRS sponsored the drawing to help celebrate RDE and give something back to those supporting the program by attending it. In the words of SCRS Chairman Barry Dorn when the event was originally announced, "It is a great way to reward those shops that made the commitment to attend our education early on."



Kye's friendships with the late March Taylor and current SCRS member Toby Chess were his inspirations for joining SCRS, in large part because of their high moral caliber. "While it is very true that SCRS allows my company to stay on top of the events and issues affecting the industry, I joined because I wanted to help continue the good will and integrity these two men, and others with equal passion and integrity, contribute to the industry," he explains. "In that way, SCRS is a larger extension of what we have tried to establish in our own company for the past 35 years. I'm looking forward to the upcoming SEMA Show, the SCRS conference, and, of course, the RDE program. In all honesty, any car guy should be excited to attend!"

SCRS extends its warmest congratulations to Kye, and hopes his stay in the elegant surroundings of the Las Vegas Hilton proves a memorable one. “Kye is representative of the modern collision repair professional that has both mastered their craft and is committed to professionalism and ethical practices,” says SCRS Executive Director Aaron Schulenburg. “As a shop owner and the primary refinish technician for his facility, he’s managed to move his business forward by embracing the changes within the industry while still staying grounded to the realities of working in the shop. He truly serves as a good example for all of us. Winning the drawing, indeed, couldn’t have happened to a better—or nicer—guy.”

***About Repairer Driven Education (RDE):*** The RDE series at SEMA will feature over 21 seminar offerings offered as a package to be delivered between the hours of 8:00 a.m. and 3:00 p.m. on the Thursday and Friday of the show. Content will be specifically focused on information relevant to collision repair professionals, with appeal to the diverse array of marketplace perspectives that exist within the collision repair industry. Much of the material to be presented is uniquely designed and being offered for the first time. For more information, please visit [www.semashow.com/scrs](http://www.semashow.com/scrs) or contact SCRS at [info@scrs.com](mailto:info@scrs.com).

***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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