



# Press Release

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## **FOR IMMEDIATE RELEASE**

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## **SCRS 2004 Announces Industry Achievement Awards**

*Honors recognize a wide variety of contributions and contributors.*

*Richland, WA, April 28, 2004* — On April 8, 2004, at its Annual Corporate Awards Luncheon in Nashville, Tennessee, the Society of Collision Repair Specialists (SCRS) presented four industry achievement awards recognizing noteworthy contributors in and around the collision repair industry. “We like to honor those who help make things better for the rest of us,” says SCRS National Director and Marketing/Public Relations Chairman Bob Smith, who helped to coordinate the Awards Committee and emceed the presentation ceremony. The categories and winners are shown below.

### **Lifetime Achievement Award: Bill Wicklund**

Bill Wicklund was there for the beginning of SCRS, and was instrumental in helping push the collision repair industry into the modern era. A true groundbreaker, with a list of accomplishments few can match, the presentation of this award to him is fitting as it recognizes an unflinching willingness over time to improve the industry and unselfishly sacrifice for the betterment of the whole.

Bill’s list of achievements is too long and detailed to list in full, but highlights include: SCRS founding member, SCRS Chairman, I-CAR Chairman, I-CAR Hall of Fame, ASA Charter Member, Hall of Eagles, CARS founding member, owner of the first CARSTAR store, winner of CARSTAR Platinum Award for excellence in customer satisfaction and owner of the first paint booth north of the Missouri River.

“I don’t think it is any exaggeration to say that Bill helped influence the direction of the industry on a national and world level,” states Smith. “He is a ‘mover and shaker’ in the purest sense of those words.”

### **Collision Industry Individual Service Award: March Taylor and Toby Chess**

This year it became impossible to separate the work of SCRS National Directors March Taylor and Toby Chess from each other, and even more unthinkable would be to judge one’s accomplishments as more worthy than the other’s. For those reasons they share this award, which is presented to individuals who exhibit actions exemplary in maintaining and advancing the collision repair industry.

Chess is a technical educator with few peers. This fact can be attested to by anyone who has seen his video presentations documenting such procedures as included/not included operations on used parts; deck lid replacements; and writing estimates correctly—to name a few. As clear as he is detailed, Chess has been tireless in helping ensure that proper, quality repairs are the rule, not the exception.

March Taylor understands automated industry databases like few others, and continues to unravel the mystery for repairers across the nation. Like Chess, he takes complex concepts and makes

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them accessible to all learning levels. Taylor also was instrumental in getting Ford to start supplying fastener kits for their bumper fascias, and it should be no surprise that when he needed a convincing presentation, Chess was there to help him put it together.

**Humanitarian Award: Jason Schmidt**

This honor is presented to an individual or group that advances the industry through support of humanitarian activities outside the industry. Schmidt—who has worked for industry information providers and is currently part of the Superior Marketing Solutions team—serves as a National Guard intelligence officer and recently completed a tour of duty in Iraq. SCRS salutes his bravery and his willingness to put his life on the line to help uphold our country’s freedoms. “Contributions like his put our daily concerns in perspective,” notes Smith. “What he has done benefits every one of us.”

**Affiliate Association Award: Massachusetts Auto Body Association (MABA)**

This award recognizes an SCRS Affiliate Association that exhibits exemplary actions on behalf of the collision repair profession. In truth, the MABA has accomplished this several times over in the past eighteen months. A partial list of the association’s success stories includes: 1) establishing within the Massachusetts Legislature an “Auto Body Shop” subcommittee to take a comprehensive look at the problems facing the state’s insurers, repairers and regulators; 2) winning an important legal victory by assisting and funding the legal challenge of a consumer who fought the labor rate offered by an insurer; 3) getting the Massachusetts Division of Insurance to change a regulation that required appraisers to write for the “lowest priced part” when it was determined that a part must be replaced rather than repaired.

“It is my pleasure to publicly recognize the well-deserving individuals and association for their contributions,” Smith states. “They help show us the way—that ‘Working Together Is The Most Important Work We Do.’”

Through its direct members and 31 affiliate associations, SCRS is comprised of 5,000 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 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: [scrs1@aol.com](mailto:scrs1@aol.com).

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