



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 Dan Risley, SCRS Executive Director

Phone: (708) 598-3384 or Email: drisley7@comcast.net

SCRS 25th Anniversary Celebration to be a Time of Remembrance, Reflection and Recognition

Prosser, Washington, December 5, 2006 — As the Society of Collision Repair Specialists (SCRS) places the final touches on the agenda for its' 25th Anniversary Celebration, anticipation is high that it will prove to be a memorable night filled with a sense of history, acknowledgement and resonant with fond memories.

This expectation exists in large part because the centerpiece of the once-in-a-lifetime event—scheduled to take place on April 10, 2007 at the Crowne Plaza Hotel in Atlanta, Georgia—is a dinner reception that will honor all of their past chairpersons, former staff, founding members and one of the most influential individuals in the industry and association, John Loftus, the first SCRS executive director. John was the driving force, who played a key role in getting the association off the ground.

“Many of those to be recognized will be in attendance for what is sure to be a joyful, emotional and profound evening,” notes SCRS Chairman Tom Moreland. “There will be many stories to share and events to re-live. This will be an unforgettable reunion, as SCRS has touched a lot of lives.”

One such life is Chuck Sulkala's. Sulkala, the fourth chairman of SCRS, served the 1986-87 term. He is the longest tenured active board member and his unique perspective provides insight on what made, and continues to make, SCRS special.

“As a collision repair professional working in Massachusetts in the early 1980's, I couldn't help but be impressed by the advent of SCRS,” he says. “They were innovators that drew in expert speakers to educate their members, a concept which influenced the direction of training in my state and helped our local associations move forward, united as an industry. SCRS's unprecedented ability to bring people together to network and share ideas made a lasting impact that still exists today.”

Sulkala continued, “It was an exciting time in the early '80s. I wanted to give back to the industry and wound up serving on the SCRS board. When I was elected as chairman, it was truly an honor. As my term came to a close, I realized that a person's time and involvement in an organization they believe in shouldn't stop when their term expires. To me, a very real part of that honor bestowed on one who serves in a leadership position is what you do with the rest of your life, once you have gotten the plaque and the plaudits. Giving back to an industry that allowed you to reach your heights of potential

– *Continues* –

just seems to be the right thing to do, regardless of what your position is. By extending a helping hand to others, we are giving someone else the same opportunity that we ourselves were afforded years before. That's why I am still here, and why I will continue as long as I can be of benefit. To me, it's the American way of doing things.”

“So my desire to stay active and continue to give back is just as strong now as it was 25 years ago. SCRS’ collision repair-only focus remains vital—there are plenty of collision repair-related issues for us to focus on, and it’s undoubtedly going to be that way for another 25 years. I’m grateful to be part of this upcoming milestone and even more grateful to share it with many friends and colleagues as ‘Working Together Is the Most Important Work We Do’,” Sulkala concluded.

The SCRS 25th Anniversary Celebration will be held in conjunction with the SCRS annual election, induction of officers and two town hall forums which will focus on OEM and information provider issues, respectively. These events will take place on Wednesday, April 11, the day after the 25th anniversary event. Additional details will be forthcoming in upcoming announcements.

Through its direct members and 33 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.

###