



Press Release

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FOR IMMEDIATE RELEASE

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SCRS Introduces Platinum Membership Level

Prosser, WA, December 22, 2004 — Members and potential members of the Society of Collision Repair Specialists (SCRS) who wish to express their support of the association have a new option, Platinum Membership. This is a special level of membership, extended to individuals, for \$1,000 in annual dues. It contrasts with the present yearly charge of \$300 for SCRS general membership.

Though platinum members receive recognition in the form of a special plaque and lapel pin, the focus of the program is not necessarily additional benefits and services. It was created to provide an opportunity to those wishing to show an extended appreciation of SCRS.

“A number of members have said many times over what they get out of SCRS is worth more than what they pay for general membership,” says Jeff Hendler, SCRS Membership Chairman. “Suggestions for a high-end membership alternative have surfaced from time to time.”

In the end, SCRS Secretary Barry Dorn proved the catalyst for transforming an informal suggestion into a reality. When the time came to renew his membership, he wrote out a check for \$1,000 to SCRS. This helped intensify discussions about a second level of involvement, and Platinum Membership was made official at this past NACE.

“When you compare the cost of general membership to other similar offerings in the industry, there’s little question that SCRS membership is undervalued,” Dorn states. “I felt that I had to put my money where my mouth was, and I’m glad that others have been prompted to do the same.”

Platinum Membership support enables SCRS to better address the needs of all members, providing additional revenues that ensure it continues to provide the information and networking members find invaluable. “Because I joined SCRS, I get to consult with the top repairers in the nation and my state whenever I need help,” Dorn says. “I get a good view of what’s coming down the road and how to prepare. This kind of help in forecasting my business’ future is worth plenty. Platinum Membership is a bargain to me if it means ensuring a stronger SCRS.”

After only a few months, Platinum Membership is closing in on twenty members. Hendler thinks the program is striking a chord that resonates strongly within members. “Yes, there’s a practical side to

membership that folks want to support,” he begins, “but the SCRS experience works at an entirely different level—it’s family. This is a group of folks with ties that run deep—in some cases for decades. They’d do anything for each other, and how can you put a price tag on that?”

Through its direct members and 30 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. You can e-mail SCRS at the following address: info@scrs.com.

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