



Press Release

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FOR IMMEDIATE RELEASE

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SCRS and Collision Industry Raise over \$3,200 for Operation Comfort's Automotivation Program at the 2011 SEMA Show

Donations will help non-profit organization in its mission to rehabilitate wounded Afghanistan and Iraq war veterans through collision repair work.

Prosser, Washington, November 17, 2011 — "Passing the hat" is a time-honored tradition of collecting donations for a worthwhile cause. At the 2011 SEMA Show, taking place from November 1–4 at the Las Vegas Convention Hall, the Society of Collision Repair Specialists (SCRS) put its own unique spin on the tradition by "passing the helmet" for Operation Comfort's Automotivation initiative; the overall fundraising effort resulted in the collection of over \$3200 for the non-profit organization.

Operation Comfort, located in San Antonio, Texas, provides support to U.S. service members who have been wounded in Afghanistan or Iraq and are receiving treatment at the Brooke Army Medical Center (BAMC). As a form of occupational therapy and career replacement, Operation Comfort runs a program entitled Automotivation where wounded service members rehabilitate through automotive-related activities such as rebuilding and restoring cars, trucks, and motorcycles on a ranch outside of San Antonio. Two vehicles the soldiers



worked on as part of the Automotivation program, a 1957 Dodge Power Wagon used by the Army as a weapons carrier and a 1966 Cobra kit car, were on display at the SEMA Show.

"Operation Comfort provides a great place to work with lots of space and tools I wouldn't otherwise have access to, like a lift, power tools and a compressor," said Sergeant Robert Dickey, an Automotivation participant who was at the SEMA Show. "It's an opportunity to get out and do something I enjoyed doing before I got injured, plus it gives me the opportunity to consider doing something that I love for a living. I'm very thankful for that."

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In an [exclusive interview](#) with SCRS Executive Director Aaron Schulenburg at the SCRS booth, Operation Comfort Executive Director Janis Roznowski expressed her gratitude for the industry's efforts on behalf of the program. "A lot of our guys are gear heads, and Automotivation gives them a chance to leave the hospital and the barracks to do something they love," Roznowski explained. "In the process, they may find a new career path opening up in front of them. We thank SCRS and the collision industry for their generosity. The money collected at this show is going to go to our next project, the restoration of a 1934 Ford Cabriolet."

Visitors to the SCRS booth on the SEMA Show floor couldn't help but notice the upturned military helmets stuffed full of bills of various denominations; donations from visitors wishing to give back to those who are there to defend our country. The helmets were also passed at Collision Industry Conference (CIC) and were visible in the hands of volunteers standing at the exit doors after the stirring Repairer Driven Education (RDE) Flawless ExecutionSM keynote by Afterburner Inc.'s Patrick "Lips" Houlahan. In addition, as part of a special tie-in with Afterburner's military aviation inspired headline presentation, SCRS held a silent auction throughout the week at their booth for a set of three "Flawless Execution One-on-One" DVDs produced by Afterburner.

"I was enthralled by the content of the RDE Afterburner presentation," shared Boyd Dingman, Owner of Dingman's Collision Centers in Omaha, Nebraska. "The message points were so relevant, and the simplicity of the practical application of the process really highlighted opportunities we may have been missing in the shop, and how we could start taking advantage of them when we got back home. I'm thrilled that I placed the winning bid on the DVD set. Since our business is comprised of multiple locations, I'm looking forward to utilizing the training in all three of my stores, to bring everyone up to speed on some of the process adjustments we are going to make; plus, it's an honor to know the money is supporting such a great cause like Operation Comfort. I got to meet some of the soldiers in the program while at the SEMA Show, and it is great to know there is a program like that to help."

"Everyone had the best time ever and that's all they've been talking about," concluded Roznowski in a post-event discussion. "Meeting the top leaders in the automotive industry gave the guys a real boost and I am amazed at the change in them. I can't thank all of you enough for bringing life back into our wounded men."

"This year's SEMA Show was an unforgettable event for a lot of different reasons, but nothing really compares to the feeling you get when you help rally support around a worthwhile cause," stated SCRS Chairman Aaron Clark. "Collision repairers have demonstrated time and again that the industry believes in community support and philanthropy, and it was great to see that on display yet again. Good luck to Operation Comfort, and thank you to the many industry professionals that contributed. Like those who serve our country in the military, you make us all proud."

About Operation Comfort: Operation Comfort is a 501(c)(3) organization that provides opportunities for wounded service members to participate in rehabilitative adaptive sports and Automotivation—a program where the wounded can work on cars. Operation Comfort also provides family financial assistance and therapeutic trips, emphasizing that an injury is not the end, but a new beginning. Browse [this web site](#) for more information. If you have any questions or would like to speak with an Operation Comfort representative regarding our service, please e-mail us at info@operationcomfort.org or call us at 210-826-0500.

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. You can e-mail SCRS at the following address: info@scrs.com.

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