



Press Release

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FOR IMMEDIATE RELEASE

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SCRS Effort at SEMA Show to Raise Funds for Collision Repair Program Supporting Wounded Military Soldiers

Prosser, Washington, October 21, 2011 — Giving back to the industry is a central premise of the Society of Collision Repair Specialists' (SCRS) activities throughout the year, and a pivotal piece in the development of Repairer Driven Education and other SCRS events at the SEMA Show. For 2011, SCRS wanted to find a way to give back to another group who also supports the collision industry and had a special tie-in with this year's headline presentation from the Afterburner Inc. fighter pilots.

Operation Comfort is a non-profit organization located in San Antonio, Texas with a mission to provide support to our 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 re-placement, Operation Comfort runs a program entitled "Automotivation" where wounded service members can get out of the barracks and go work on vehicles, learning repair techniques and processes, on a ranch outside San Antonio. While the program has received generous support for the Automotivation program from companies such as CollisionHub, Chief Automotive Technologies, Sterling Auto-body Centers and Vehicle Service Group, funding is an ongoing priority to keep programs like this in good working order.

In an effort to raise funds to support the rehabilitation of soldiers that have given so much in service of our country, and for a program that gives these men and women a new career path in our industry, SCRS is holding a silent auction from our booth (North Hall #10727) during the 2011 SEMA Show. Available for auction will be the Afterburner, Inc. **Flawless ExecutionSM One-on-One** Complete DVD Series, donated by SCRS with a retail value at \$1785.00.



The series is a course of three DVD/CD learning modules designed around the Flawless Execution Model. This model accelerates an organization's performance by embedding the effective planning and execution practices developed in the zero-tolerance environment of high-performance military aviation. This three-part course will take you through the following: development of an organization's "Future Picture" and strategy; aligning campaign and mission plans to that strategy; executing your plans; and continually learning from that execution in a fast-paced modern business environment. An accompanying CD is included in each chapter. It contains a companion Executive Student Guide in a PDF format. This guide will lead you through structured lessons by combining clear, written, explanations; exercises that help you apply the

lessons to your business; and cues to the video lectures and demonstrations on the DVD. Separate audio tracks are also included on the CD.

SCRS is asking that you stop by their booth and enter into the silent auction so that you can support this worthy cause, and bring back some very valuable training tools for your employees. If you wish to simply donate to the effort, individual donations will also be accepted at the booth and at the conclusion of the SCRS RDE Headline Presentation from Afterburner, Inc.

If you are interested in seeing the handiwork from the program, two of the vehicles that the soldiers have worked on, a 1957 Dodge Power Wagon used by the Army as a Weapons Carrier and a 1966 Cobra Kit car, will be on display at the 2011 SEMA Show.

About Operation Comfort: Operation Comfort coordinates donations [including money, goods and services] to provide comfortable and rehabilitative living room areas as well as family waiting rooms for service personnel being treated in the burn and orthopedic units at Brooke Army Medical Center [BAMC] in San Antonio, Texas. Operation Comfort was started by Janis Roznowski, an American Airlines flight attendant who was part of a team transporting soldiers to and from the Middle East. Browse [this web site](#) for more information about Operation Comfort. 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 1-210-826-0500 1-210-826-0500 .

About SCRS' RDE Series: REPAIRER DRIVEN EDUCATION (RDE) series will feature over 21 seminar offerings, many of which are uniquely designed and being offered only at the 2011 SEMA Show. The series will be offered either as individual sessions, or as a package, and registrants will have the option to attend seven regular session seminars which will be delivered between the hours of 12:30 p.m. and 5:00 p.m. each day of the show; as well as a special headline presentation being delivered from 5:30 p.m. to 7:30 p.m. on Thursday evening. Each of the courses has been individually selected or crafted by SCRS because the content specifically focuses on information that is relevant to collision repair professionals and appeals to the diverse array of marketplace perspectives within the collision repair industry.

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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