

## Whitaker Presentation at SEMA

For Immediate Release

### Valspar Automotive Exec talks money-making strategies with collision repair specialists at SEMA

MINNEAPOLIS (Sept. 29, 2015) – If you own or operate a body shop and want to know how to make more money on existing sales, you'll want to hear what Valspar Automotive's Charlie Whitaker has to say about understanding your profit centers.

Whitaker will present "**Optimizing Your Shop Sales Mix**" at the 2015 SEMA Show in Las Vegas on Nov. 6 from 9:30 a.m. - 11:30 a.m. in Upper North Hall, N237, of the Las Vegas Convention Center. His presentation is one of the Society of Collision Repair Specialists (SCRS) Repairer Driven Education (RDE) programs being offered at the show.

Whitaker is Valspar Automotive's Quality First Technical Advisor for the U.S. market. He has worked for body shops and industry manufacturers for more than 20 years and has numerous industry accreditations and certifications. His experience-based education program will explain:

- how to produce a profit and loss statement that allows you to understand and adjust your sales mix;
- how financials correlate to operations and profits;
- how to build an optimized chart of shop accounts to measure business performance;
- how to build a budget based on your sales mix;
- and how to write an estimate to optimize your budget.

Participants can register for the seminar online at [www.semashow.com](http://www.semashow.com). SCRS RDE tickets are \$75 in advance, \$85 after the early bird deadline.

Valspar Automotive has been making automotive coatings for more than a century and is now one of the leading automotive coatings manufacturers worldwide. Among its major brands are Debeer Refinish, Octoral, Valspar Refinish, Matrix, Prospray, and US Chemical. Valspar Automotive prides itself on color excellence, cutting-edge technology and trustworthy partnerships. For additional information about Valspar Automotive, visit [www.valsparauto.com](http://www.valsparauto.com) and follow Valspar Automotive on Facebook and Twitter.

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***About The Valspar Corporation***

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