



## **The ABC's of the Collision Industry**



**Who:** Ron Reichen, President  
Precision Body & Paint

**What:** Discuss Emerging Challenges  
in the Collision Industry

**When:** Tuesday, October 13, 2020  
11:30 am – 1:00 pm

**Where:** Join Zoom Meeting  
<https://us02web.zoom.us/j/87527616361?pwd=dmg5Um9tYTdlYUFTNXlaajgwWG9BUT09>  
Meeting ID: 875 2761 6361  
Passcode: 155037

**How to discuss and establish customer's expectations  
prior to beginning repair.**

**What to do when the insurer refuses to pay for the  
OE recommended repair procedures (scans,  
calibrations, etc.)**

**Call the NATA office at 503-253-9898 to reserve  
your spot!**

*Since 1975, Ron Reichen has owned Precision Body & Paint. He studied Molecular Structural Engineering, has extensive training and experience in repair, refinish, and estimating, and is past Chair of SCRS.*

