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**Women Help Drive Success Across Nu- Look  
Collision Centers' Workplace**

Rochester, NY - In a traditionally male-dominated industry, Nu-Look Collision Centers has been employing and promoting women in positions traditionally held once only by men. With more women involved in key positions across the company, such as estimating and managerial functions, Nu-Look Collision Centers is hoping this trend will continue as women find greater career opportunity in the automotive repair industry.

**Not Your Typical Automotive Repair Shop**

When Nu-Look Collision Centers promoted one of its female estimators to Manager of its Bergen center, the decision was based on merit and skill set – not based on gender.

*'We find that the ability to adapt to changing atmospheres, attention to detail, and excellent communication skills really enhance our customer service'*, says Todd Zigrossi, President, Nu-Look Collision Centers.

Nu-Look Collision Centers has always strived to stay ahead of the industry both from a technological perspective, but also an employee perspective.

*'Even with the newest technology, the bottom line is that it's still customer service – we've seen that women tend to have greater finesse with customers especially'*, says Dave Remito, Operations Director, Nu-Look Collision Centers.

A key position in the automotive repair industry is that of the Estimator. To become an estimator, one has to get licensed by New York State – the job requires a lot of automotive knowledge of how cars function, as well as a lot of hands-on work. For example, estimators must be comfortable getting underneath a car to see what hidden damage might be involved.

*'I heard from a friend who worked in estimating at a body shop, that it's a well-paying job - and that motivated me to learn the estimating business'*, says Julie Fox, Estimator at Nu-Look Collision's Canandaigua center.

Fox had originally gone to school to be a hairdresser, but after doing well learning the estimating business hands-on from the first collision repair shop she worked at in Georgia – she has never looked back, and enjoys her job as an Estimator for Nu-Look's newest Canandaigua center.

Johanna Sprague, an Estimator at Nu-Look's Gates center, started out with a basic interest in cars and mechanics, and especially in performance vehicles. While she

originally had gone to school to study criminal justice, she found herself spending more time at friend's shops and working on cars. In her spare time, Sprague drives autocross in local SCCA events at the Leicester Speedway.

Says Sprague, *'A few customers have asked me why I'm working as an Estimator – but I love my job! Dealing with customers and returning a car in better condition than it was in originally - is very satisfying'*.

Kristen Rothfuss, Estimator at Nu-Look's Irondequoit center, originally went to college to become a history teacher. After graduating from Saint John Fisher College, she decided that that career trek might become too repetitive – and after first working in customer service for Wegmans, she went to work in the automotive business in leasing and later on in finance. Rothfuss says she has always been interested in cars, but didn't want to stay in sales, so when she saw an opening online for an Estimator position with Nu-Look Collision Centers, she jumped on it.

*'Some customers have actually told me that they don't want to have a girl writing their estimate...so being confident, good with people, and easy-going are especially important'*, says Rothfuss.

Tammy Toor, Manager of Nu-Look's Bergen center since June 2009, started out originally as a Customer Service Representative for Nu-Look in 1999. Toor says that she watched what the estimators were doing from behind the scenes for 5 years, before she got promoted to Estimator.

Says Toor, *'I learned a lot of my job from the guys out in the shop, but you need to know the insurance aspect of it, as well as the technical end and repairing of a vehicle'*.

Working as a Manager for Nu-Look also involves much hands-on work, and Toor has even prepped and painted a car with PPG Waterborne paints.

Says Toor, *'Nu-Look is a great company to work for, and I have no issues crawling under cars, and talking with Body Technicians and Insurance Adjustors'*.

Since hiring their first female estimator back in 1995, Nu-Look has seen more interest from female job applicants. Nu-Look Collision's television commercials regularly feature employee cameos, with many commercials showing women in estimator and managerial positions.

*'The social impact of the media is not to be under-estimated'*, says Natalie Campbell, Marketing / PR Consultant for Nu-Look Collision Centers. *'The images one sees portrayed on television, both in advertising and on shows, influence us all greatly'*, says Campbell.

### **About Nu-Look Collision Centers**

Nu-Look Collision Centers has been voted best Auto Collision Repair shop for the last 8 consecutive years by the Democrat & Chronicle's Rochester Choice Awards. With 7 convenient locations in and around the Greater Rochester area, Nu-Look Collision Centers employs over 100 people and performs collision repairs on over 9,000 vehicles annually. *There's A Nu-Look Collision Near You!* [www.nulookcollision.com](http://www.nulookcollision.com)

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