



BIOGRAPHY

Educator: Roger Cada

Roger has over fifty-one years of experience in the automotive industry. He started his career by attending GM's Technical School where he completed extensive training in auto body and mechanical repair techniques. After graduation, he worked at auto body dealerships and independent repair facilities, becoming an accomplished collision repair technician. During his fifteen years in the body shops he also managed two successful automotive repair facilities.

Roger began his career with State Farm Insurance Company in 1984 as an estimator in the Chicago area. He held positions as an estimatics trainer and supervisor prior to being invited to come to the Corporate office in Bloomington, Illinois in 1991. There, he developed and authored curriculum to train the company's estimators and leadership. The official training center was launched in 1992. Roger educated State Farm employees, body shop managers and shop owners for the next 24 years, integrating the latest technology and build structures in the automotive industry.

State Farm's Hi-Tech Toolbox was also developed and built from Roger's vision for online video training. Roger acted as a producer and host for his series of instructional videos.

Roger retired from State Farm in 2015, however, he continues to offer training and consulting to the automotive industry under the business name Accountable Estimating (AE).

AccountableEstimating.com offers several online courses to assist in training new or current Repair Planners with additional courses coming.