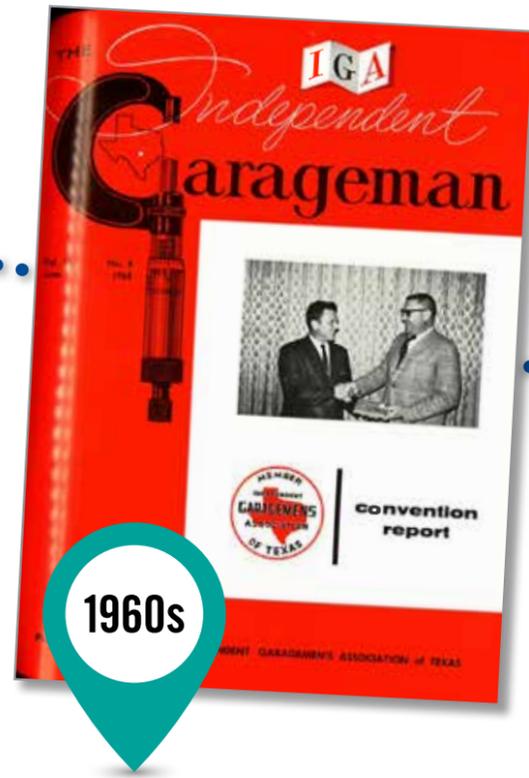
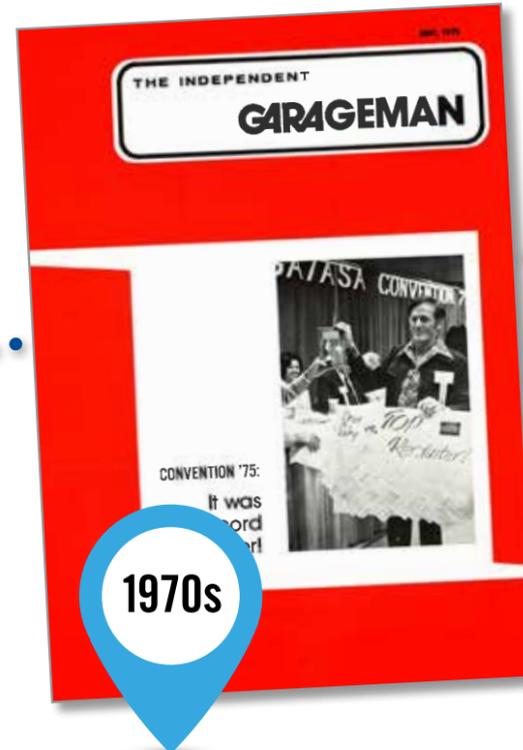


1950s



1960s



1970s



1980s

Ch-Ch-Changes for AutoInc.



ROBERT L. REDDING JR.
ASA REPRESENTATIVE,
WASHINGTON, D.C.

“A California shop owner called to suggest that I had made a grammatical error in an AutoInc. article. I argued with him. The next day his wife calls. She was a high school English teacher and she made a very strong case. I apologized and knew at that point, I was more imperfect than I thought.”

Magazine with 67-year history of journalistic excellence going digital

BY LEONA DALAVAI SCOTT

When Doug Myers, our content manager, sent a notice to our AutoInc. contributors notifying them of our plans to no longer publish a print edition and go fully digital, we received a full range of feedback. From “So sad. I knew this day would come” to “... you are truly on the right path” and this ringing endorsement for digital,

“Online is the only way to fly for publishers in today’s world!”

Frankly, I’ve been surprised and encouraged by the positive response and reaction. We toiled over the decision to go digital, poring over our list of pros and cons. The choice to go digital was dictated by two driving forces:

- **Cost** – The expense of

publishing a print magazine isn’t the best use of association resources due to increasing print and postage costs and decreased advertising support. Through a digital, online format, *AutoInc.* can still continue its mission to provide informative, compelling content to ASA members and the industry as a whole in a more affordable manner.

- **Technology** – Due to the Internet and technology, ASA members have access to many ways of receiving information including emails, social media and the internet. Print is no longer the only way to get information. There are so many choices, which results in greater access to information.

As I was reflecting on this decision to go digital, I spent some time thumbing through past issues of AutoInc. I had the



TJ REILLY
SHOP OWNER, CLACKAMAS, ORE.
AUTOINC. “WHAT WOULD YOU DO?”
CONTRIBUTOR

“The biggest challenge in writing the [What Would You Do?] article has been editing all the excellent comments to allow for limited publication space. I’m looking forward to the digital format because it will allow us to publish a greater amount of content.”



PETE RUDLOFF
SHOP OWNER, NEWARK, DEL.
AUTOINC. “ASK PETE”
CONTRIBUTOR

“My most memorable contribution to AutoInc. was easily the 12-part scan tool series I wrote ... There was a lot of doubt regarding if I had the horsepower to pull it off. I did pull it off and the basis of these articles and the related research would become the foundation for what would become the oerepairinfo.com site.”

privilege of editing more than 100 issues, back when it was a monthly publication. I joined ASA as AutoInc. editor back in 2004 when our magazine page count was robust and full of ads from the major paint companies and OEMs. This was the era of double-page spreads, special inserts and covers so big that you had to pull them out because they were folded.

It would be easy about now to fall back on that classic Archie Bunker tune [cue the music], but here at ASA and AutoInc., we believe that the days ahead are going to be exciting times as we craft a new place for AutoInc.org in the digital landscape.

We plan to build on our strong history of covering our member-shops and the issues that affect them, along with

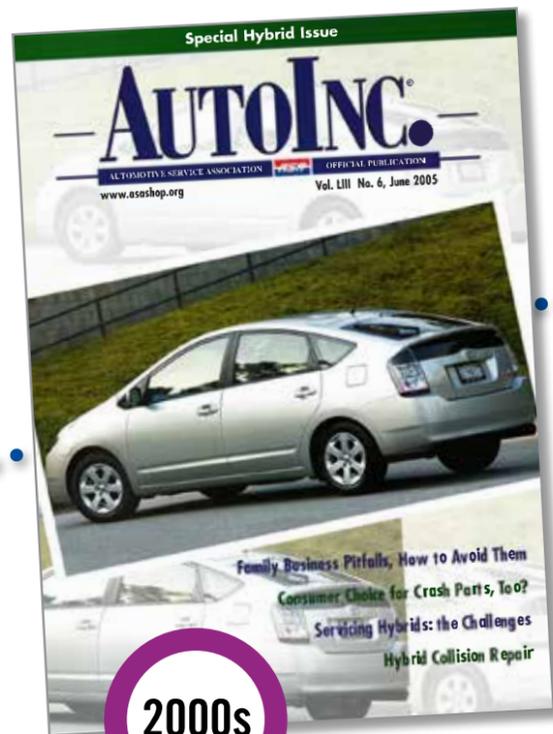


BRIAN MANLEY
VOCATIONAL AUTOMOTIVE INSTRUCTOR, AURORA, COLO.
AUTOINC. “TECH TO TECH” CONTRIBUTOR

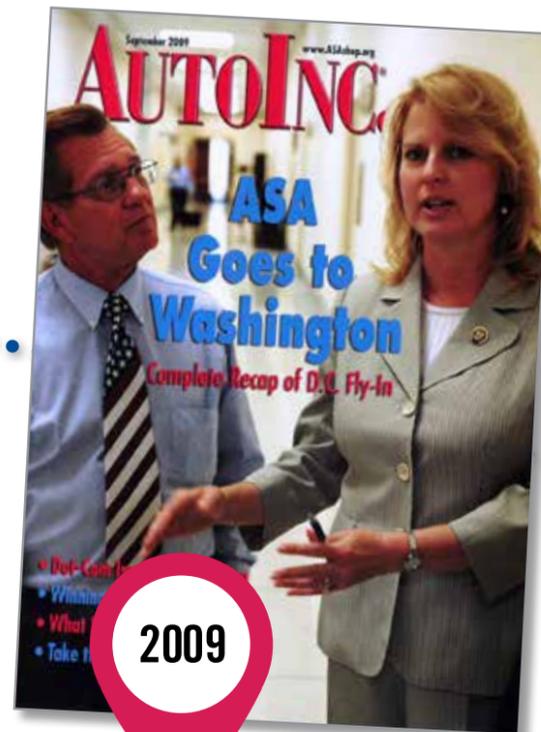
“My favorite article - by far - was *When Critters Attack*. Research included possums waiting under the hood... Giant snakes ‘caught’ in engine fan belts ... Mice making nests behind timing belt covers ... Rabbits nesting under belly pans and made dinner of O₂ sensor wires.”



1990s



2000s



2009



2018



JODY DEVERE
CEO, ASKPATTY.COM
FREQUENT AUTOINC. CONTRIBUTOR

“I gave up print news and magazines several years ago and get all my news and article content on blogs, social media, digital magazines or via e-newsletters that I subscribe to... I am very happy ASA's AutoInc. magazine is going digital – congratulations!

lication, “is to be the informational authority for ASA and industry members nationwide. Its purpose is to enhance the professionalism of these members through management, technical and legislative articles, researched and written with the highest regard for accuracy, quality and integrity.” Thanks for reading, and see you soon over at AutoInc.org! [A+!](#)



Leona Dalavai Scott is the marketing and communications director for ASA. She can be reached at leonad@asashop.org.

**Thanks for the memories!
Get ready to create some new ones!**

A big “Thank you!” to all of our contributors – past and present – who have shared their stories, knowledge, insight and technical talents with our members and readers! Without your words and voices, we couldn't have made the magic happen on these pages issue after issue. And to our valued member-readers, we can't wait to wow you with great content over at AutoInc.org.

industry trends, technical content and legislative news. We will no longer be limited to a monthly or bimonthly frequency. Opening the digital door makes it possible for us to update content on a more frequent, almost daily basis. Plans are underway to give AutoInc.org a much-needed redesign and update so we have the modern-day tools in place to showcase our members, our news and our content in a new way.

As we look ahead and navigate this new path for AutoInc. and ASA, one thing is certain – our purpose: The mission of AutoInc., the Automotive Service Association's official pub-

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Be a Winner.

10
Years in a Row

TOP 10
AutoInc.
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