

2024 EDITORIAL CALENDAR



	JANUARY/FEBRUARY	MARCH	APRIL	MAY	JUNE
AD CLOSE	1/12/24	2/2/24	3/1/24	4/1/24	4/26/24
MATERIAL DUE	1/18/24	2/7/24	3/6/24	4/4/24	5/1/24
MAIN FEATURE	The Future Looks Bright: This feature aims to give a holistic overview on strategies for navigating change in the automotive aftermarket as a quick lube shop owner. These actions could include diversification of services, adding EV-friendly services, exploring new training opportunities, beefing up marketing efforts, etc.	Best Workplaces: This feature will look at two quick lube shop operations (a franchise and an independent) that have developed quality work environments – from team culture to employee benefits and beyond.	Running a Rural Shop Versus an Urban Shop: What are some of the distinct differences between a quick maintenance shop that serves a rural area versus one that is closer to (or in) a city? How do the locations in which shops are positioned impact the approach to service? This story will look at shops that represent both perspectives.	Lube Technician Training: Exploring how different quick lube shops have set up training procedures for technicians and highlighting key takeaways that have helped the shop owners have success in this area.	How I Got My Start: How shop owners initially got involved with the quick maintenance industry and what they learned from the beginning of their journey.
ADDITIONAL CONTENT	Cleaning Up Shop: Tips for maintaining a clean and organized shop space Conquering the Rebrand: How to tackle a shop rebrand and what gets learned along the way	New to the Business: Tips and takeaways for new shop owners, and what to know about the quick maintenance industry Catch the Eye: How a shop created signage/shop aesthetics that stand out to customers and draw them in from outside	Serving Younger Generations and Inexperienced Drivers as Customers: How to provide a positive customer service experience for newer drivers, young customers or people who are inexperienced in getting work done on their cars Hands-on Technology: Shop owners who are incorporating elements of interactive technology or newer technology in their shops (such as using handheld tablets as cash registers)	Tackling the Team Meeting: How shop owners can develop and execute a team meeting strategy that works for their shop and staff A Unique Customer Offering: Something out-of-the-box that a shop offers for customers (a courtesy service, food options, something like that)	The Best Tool Investment: A particular tool (or multiple tools) that have made a positive impact on shop operations Meeting Employees Where They're At: With today's labor market, holding on to employees may be crucial. How can shop owners ensure that their needs are being met as well as their own?
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER/DECEMBER
AD CLOSE	5/24/24	7/1/24	7/29/24	8/30/24	11/1/24
MATERIAL DUE	5/30/24	7/5/24	8/1/24	9/6/24	11/6/24
MAIN FEATURE	The Family Business: Family shops in the aftermarket are far from unheard of. But what makes family stick around? Feature shops that have a strong family connection to their shop and talk about the impact the shop has had and why it's important to keep it in the family.	The Retirement Plan: It seems as though quick lube shops can be a profitable path for people who are at retirement age, usually following a career in a different industry. This story will take a look at what this means and why it's an attractive path for some shop owners.	NOLN 2024 Operator of the Year: The Operator of the Year exemplifies strong leadership skills and successful business strategies. The winner of this award truly makes their mark on the quick lube industry. Each year, NOLN identifies one award winner and two runners-up.	How I Built My Team: From marketing to outreach, team structure building and employee training, there is a lot that goes into forming a strong team. Shop owners share how they recruit talent, how they cultivate quality workspaces, how they support employees, and how it has all paid off in the long run.	Feature: Sticking with Quick Maintenance: Speaking to those who have had decades-long careers in quick lube, and why they choose to stay in this industry specifically.
ADDITIONAL CONTENT	The cross-training opportunity: Talking about why it's important to cross-train employees, perhaps for repair and lube work. What are some of the strategies shop owners have implemented in this arena? Evaluating employee dynamics: Know how to identify when a shop team is working well together --- and when they're not	Shop burnout: No matter how passionate people are for this industry, everyone has the ability to get burnt out. What are some strategies for tackling this as a shop owner? Team bonding: How team bonding opportunities (team dinners, team outings, etc.) can make a positive impact	Encouraging career mindsets: How shop owners have supported their employees to encourage their interest in establishing a career in the aftermarket Customer service training: Tips for setting expectations on how employees should be interacting with customers	Planning for service diversification: Exploring what kind of training is required for expanding service offerings at quick lube shops, if they are interested in doing so Community outreach: Many shop owners are very involved with their communities. This story looks into an example or two of a shop supporting its community, either through fundraisers or events or anything like that.	Know when to promote: Identifying the right time to promote an employee (what kinds of traits to look for) Getting ahead of potential problems: What should shop owners be keeping an eye on around the shop to ensure that standards are being followed and any liability issues are being avoided?

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IN EACH ISSUE

- In-depth features on the industry's most pressing issues
- Profiles of thriving shops and their tactics for success
- Case studies exploring common challenges and solutions
- Proven strategies for business growth
- Q&As with top industry influencers
- Industry news coverage from throughout the nation
- Numerical breakdowns of industry trends
- A roundup of industry conversation from NOLN's online media channels
- ADAPT news

Estimated mail date is the 15th of each month