

# D+AS magazine hires new editor

On Jan. 1, 2019, Vicki Jones became the new editor of Door + Access Systems newsmagazine. She replaced Tom Wadsworth, who announced a year ago that he would retire on Dec. 31, 2018. Wadsworth, 66, has served as the magazine's editor since 1999, and he will continue as the magazine's senior correspondent.

"Being a good editor takes some bulldoggedness and attention to detail," said John Addington, DASMA executive director. "Vicki's personality and experience match well with those essential qualities. Her firsthand experience in the industry is a big plus."

## Industry background

Jones has 17 years of industry experience working at Encon Electronics, a gate, door, and access control distributor in Northern California. As Encon's marketing and communications director, she has written and managed articles, company newsletters, and website content. She also has an extensive background in graphic design and has created many advertisements for door and gate industry publications.

Jones holds a master's degree in organizational psychology from Saint Mary's College and a bachelor's degree in sociology from University of California, Santa Barbara.

## California: Industry hot spot

She is based in California, which, according to the magazine's mailing list, includes more members of the industry than any other state. The state has also become a hot spot for major issues facing the industry.

As reported in the magazine, California is where a garage door technician was convicted of felony elder financial abuse for his garage door work. His company, GDS, was banned from the state in 2017. In late 2018, the NBC station in Los Angeles exposed a garage door scam operation (see pp. 48-50). In 2019, California will become the first state to mandate battery backups with all residential GDOs.

## Her network

Working for a distribution company has given Jones a unique opportunity to interact with various manufacturers and dealers throughout the door, gate, and access control industry. Jones' participation and organization of industry trade shows has allowed her to develop an extensive and diverse network.

"We at DoorKing have always held Vicki in high regard with her work ethic and dedication," said Dusty Beeding, DoorKing national sales director. "We know she will do a great job in her new position."

## Big growth, big shoes

Jones will be the third person to serve as editor of Door + Access Systems since its inception in 1991. Since then, the magazine has grown in circulation from 7,000 to 20,000 and in size from 32 to 80 pages. Since 2007, the Door + Access Systems biennial readership survey has confirmed that the magazine is the most-read magazine in the industry.



"Tom Wadsworth has been an integral part of the magazine's evolution and growth. I'm pleased that he will continue as senior correspondent, producing articles for each issue," said Jones. "My goal is to build on the magazine's solid foundation and to continue to grow its legacy." ■

## WHAT READERS THINK OF THE MAGAZINE

When our 2017 readership survey asked, "What do you think of our magazine?" 93 percent of respondents complimented the publication. For example:

- "The best in the door business. Informative and impartial. – Ontario, Canada, door dealer
- "It is the highest quality magazine in our industry and has the most relevant articles." – Minnesota door dealer
- "Superior writing and reporting. Focus on industry reputation has been phenomenally well done." – Ohio manufacturer
- "Great articles, pertinent industry features, good editorial information, excellent cover stories." – Missouri door dealer
- "I feel it is a very beneficial publication. It brings professionalism and relevance to the industry." – Pennsylvania manufacturer
- "You are the only folks in the industry that have stayed on the Bad Bob issue. You have the guts to address stuff, not just the fluff." – Minnesota door dealer