

Gary McCoy

Gary McCoy has over 20 years of experience in marketing communications and public relations. He is the founder and president of Fairway Communications. His company is focused on public relations and marketing communications, primarily in the automotive aftermarket. He is the former director of communications for the Automotive Service Industry Association.

McCoy is a contributor to *Aftermarket Business* magazine, and regularly writes articles for *Aftermarket Insider* magazine produced by the Automotive Aftermarket Industry Association (AAIA). Having worked as a journalist in radio news and as a magazine and newsletter editor, he provides clients with hands-on expertise on how to successfully work with the media.

McCoy has been an active member of the Automotive Communications Council (ACC) for over 10 years. He served as president of the organization from 2001-2002. He assists in marketing and promotion for the associations who produce the Global Automotive Aftermarket Symposium and the Aftermarket eForum. In addition, he serves as a member of the Symposium's scholarship committee.

He holds a B.A. degree in Journalism and Mass Communications from Iowa State University in Ames, Iowa. He and his wife, Leanne, have five children and live in Elgin, Ill.