



FREE

at LAST

Those of you who are regular readers of this column know that a little more than a year ago, I began a transition from Phase I to Phase II of my life. That transition involved me dealing with substantial legal, personal and business issues, and it also involved significant changes in my roles and responsibilities, both as a publisher, which now accounts for the majority of my professional life, and as a used machine tool dealer, which accounts for the rest.

The transition has also meant finding a new physical home for our office. Over the past year, we've been working as bedouins, with some of us in a temporary office, others working remotely via the Internet.

The transition to Phase II is now complete: The tether has been cut, and the chain has been broken. All of the legal and operational issues have been resolved. By the time you read this, we'll be moving into our beautiful new offices at 1840 Jarvis Avenue, Elk Grove Village, IL 60007. Now that all of that is over, I can fully concentrate on both of my roles. I'm free at last.

Despite the intense and hectic transformation over the past year, during which I and my staff experienced unbelievable strain on our time and concentration, and despite the fact that our industry has gone through the scariest economic time of my business career, we have achieved remarkable accomplishments at Randall Publications LLC. All of our prod-

ucts—*Gear Technology*, the *Journal of Gear Manufacturing*; *Power Transmission Engineering* magazine and the websites [www.geartechnology.com](http://www.geartechnology.com) and [www.powertransmission.com](http://www.powertransmission.com)—have grown and improved.

One area we've improved is the growth of our circulation. We focus on quality first, quantity second. Others may try to fool potential advertisers with bigger numbers or fancy window dressing. Anybody can rent a list of names and tell you they're reaching your customers. But no other publication makes an effort to actually reach them the way *Gear Technology* does.

For example, we require our qualified subscribers to be re-qualified every two years. No name on our qualified list is older than 24 months, and as of now, fully 80 percent of our qualified circulation has been qualified within the past year(\*). Other magazines rely heavily on three-year names to make it appear that they have greater numbers. Even at a time when the manufacturing industries have significantly shrunk, we've increased our qualified circulation by more than 15 percent since the end of last year. I want to thank all our readers for being so helpful and cooperative and assisting us to accomplish this. I'm sure that if we were not providing the information you want and require, we would never be able to maintain such a clean and accurate mailing list.

Another area we've improved is our content. Over the last 26 years,

you have expected *Gear Technology* to be the "Gear Industry's Information Source," and we take that role very seriously. Through this transformation in our company and in the marketplace itself, I have kept the editorial people separate from sales and never allowed them to prostitute our products and services by getting them involved in sales or trade-offs of publicity releases for advertisers or in any way to impact their judgment of what is the best information available for the industry, advertisers notwithstanding. This separation will continue.

Our goal is to provide the most relevant, accurate, useful and timely information available. That's why we employ four full-time editors in addition to myself. That's also why we rely on independent technical editors—industry experts with decades of experience—to help us identify the best technical articles available. Others rely on advertorials that look like real articles, or they publish technical articles of little or no interest.

To help us give you the best industrial magazine available, we've worked hard over the last several months to reaffirm our cooperation and relationship with a wide variety of industrial organizations and associations. Most notably, we've developed a new cooperative program with the AGMA and have already started a series of "AGMA Voices" columns, which will explain, in depth, all of the activities

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that make up the operations of AGMA and highlight the advantages of participating in those activities. In May, we had a "Voices" column by Joe Franklin, AGMA president. This issue includes a column by Arlin Perry, who is the former chairman of the AGMA Foundation. In future issues, we expect to hear from many more of the association's leaders.

We have also recently been honored by The Gleason Works and Dr. Hermann Stadtfeld to exclusively serialize his upcoming new book on gear tribology. We'll be running the series chapter by chapter over the next year or so. You should be able to get enormous new and useful information from this series, no matter what bevel gear system you're using.

We've improved our sales effort by bringing advertising sales in-house. Many of you have had the chance to work directly with Dave Friedman, our new advertising sales manager. He brings a wealth of industrial publishing experience to our organization. His experience, his understanding of marketing and his ability to listen to your needs make him the ideal person to help you make the most of our products and services. You can reach him at [dave@geartechnology.com](mailto:dave@geartechnology.com).

I've been thinking a lot lately about leadership, integrity and service—all values I hold very highly. Over the past couple of years, I've noticed some disturbing trends in both the publishing marketplace and the used machinery marketplace.

I get a lot of e-mails offering me fake Rolexes, but I'm smart enough to know that the value is in the real thing. Although the fake may look the same and be offered at a bargain price, it doesn't provide the quality that is needed. The same is true of magazines.

Believe it or not, there seems to have been some confusion in the mar-

ketplace about the ownership of *Gear Technology* and its mail list. Let me make it clear for everyone. Randall Publications LLC is the owner and publisher of *Gear Technology*, *The Journal Of Gear Manufacturing*; *Power Transmission Engineering* magazine; [www.geartechnology.com](http://www.geartechnology.com) and [www.powertransmission.com](http://www.powertransmission.com). This company is owned solely by myself, with my wife, Marsha. We have been the only owners that Randall Publications LLC has ever had.


The need for leadership, integrity and service may be even greater in the used machinery business. For many years I was president of Cadillac Machinery Co., Inc., one of the most respected and reliable used machinery dealers in the world. Cadillac was known the world over for the quality of its work and the integrity of what it offered.

My new company, Goldstein Gear Machinery LLC, will never be as big as Cadillac was, but the values upon which it's founded still come from me. Goldstein Gear Machinery is represented in the marketplace by [www.gearmachineryexchange.com](http://www.gearmachineryexchange.com), where you can find available gear machines, tooling, and accessories—both those being offered by Goldstein Gear Machinery and those being offered by gear manufacturers who want to dispose of excess equipment.

To help you better understand what you're buying in the used gear machinery market, I'm offering a free service to the industry. At [www.gearmachineryexchange.com](http://www.gearmachineryexchange.com), I will be providing a historical database of gear machine serial numbers. This database will help you understand the year of manufacture of a machine being offered to you, no matter where in the world. The database combines over 40 years of experience at Cadillac and Goldstein Gear Machinery, and it includes almost

15,000 machines that I have had contact with over my career. On the website, you can find serial numbers by manufacturer to get a very close approximation of the year of manufacture, if not an exact match. Hopefully this will help provide a higher level of honesty and transparency to the marketplace.

I am extremely proud of the improvements we've made over the past year. Considering all we were able to accomplish amid the distractions of my transition, I'm confident that—now that it's over—*Gear Technology* and the entire Randall Publications family is poised for unprecedented growth and success. We look forward to serving you over the coming years, and we thank you for your continued support.

  
Michael Goldstein,  
Publisher & Editor-in-Chief

P.S. We will be at IMTS 2010, in booth # N-7572. See our advance coverage of the show beginning on page 65, and stay tuned for extensive booth previews and listings in the next two issues. Also, if you happen to be in Chicago Sept. 13–18, stop by and visit with our editors and staff.

\*All circulation statistics based on publisher's own data.