



Do I Have to Go to Gear Expo?

A lot of gear manufacturers are having sweet dreams these days...

Ahh, business is great! The people and machines on my plant floor are all working hard. Customers keep placing orders. We've just installed new machines to expand capacity, and we've got more on order. Cash flow has never been better...

But dreams have a funny way of turning, don't they?

I can't stop running. Even though I'm exhausted, I can't stop, not even for a second. Everyone needs a vacation, and I feel like I'm last in line! Sure, business is great, but every time I look over my shoulder, there are new orders, new opportunities and more work to be done. Sure, cash flow is great, but I've been borrowing left and right to pay for new equipment. I've got employees to hire—and train! Where is the finish line?

Many of you have told me lately how busy you are, and that Gear Expo is the last thing you want to think about right now. Maybe you aren't quite to the point of waking up in cold sweats about it, but a number of you feel like you can't spare an hour to walk the show floor—let alone two days. To quite a few that I've talked to, Gear Expo seems like just one more task to add to an already long list.

But it'll be alright. Just take a deep breath and try to relax.

I strongly believe that it is important for you to attend the show, but maybe it will be all right if you don't go. There, I said it.

If you feel like you're too busy for Gear Expo, fine. You've probably earned the right to stay home. If you've been there, done that and feel like skipping this one, it probably won't be the end of the world. But just because you're not going doesn't mean somebody else from your company shouldn't.

SEND SOMEONE ELSE.

Instead of looking at the Show solely as a potential machine tool buying experience, remember that it's also a unique educational experience.

As I've said in the past—and as AGMA has started to echo in their advertising—I believe that Gear Expo offers the largest gathering of gear manufacturing machinery and gear manufacturing experience under one roof anywhere in the world. On the floor you are able to meet sales engineers, service engineers, and often times, the designers and builders of the machines and tools themselves. You can also meet the very top executives of all of the manufacturers, who have insight into where the gear machines and gear tooling industry is going in the foreseeable future. If there's a crystal ball for the gear industry, it's there on the floor of Gear Expo.

Rather than bringing the regular crew that has been com-

ing every two years, maybe it's time to introduce some of your newer, younger engineers and operators to the show—not only to start developing relationships with the exhibitors at the 175 booths, but also to avail your company of the 18 presentations at AGMA's Fall Technical Meeting; AGMA's Gear Manufacturing Basic Course Training School Presentations; the three SME gear seminars held concurrently with the show; and the presentations being held in Gear Expo's Solutions Center (see page 46 for details).

There are plenty of educational opportunities to be had at the show. Surely someone at your company could benefit from this type of gear knowledge and experience. And if they benefit, your company benefits. So even if you can't attend, send someone to Gear Expo. Some time in the future, you can't or won't be able to go anyway. If you're already among those who've seen their fair share of Gear Expos, maybe now is the time to think about passing the reins onto someone else. The opportunity only comes once every two years, and this type of knowledge and experience is cumulative.

I know that it could be very easy to blow off the show, but if you see value in having this collection of knowledge available to you, all in one place, all to be seen and discussed in four days' time, then you need to make the commitment to have someone from your company attend this Show. You can't be two places at once, but your company can.

Maybe doing so will put your mind at ease.

Maybe doing so will be good for your company's future.

Maybe doing so will keep those nightmares at bay.

Michael Goldstein,
 Publisher & Editor-in-Chief

P.S. See our coverage of Gear Expo, beginning on page 32. You'll find a show map, list of exhibitors and interviews with some of the companies who will be there. The same information is also available online at www.geartechnology.com/gearexpo. And if you do come to the show, please visit us at booth #210 and enjoy a complimentary cup of espresso or coffee.