

AGMA: Delivering Value in New and Measurable Ways

Matt Croson, President of AGMA



When I first met the leaders of the gearing industry in April 2016 at AGMA's 100th Anniversary Celebration, I did my best imitation of Joe Namath, who famously predicted a Super Bowl victory for his New York Jets: I guaranteed we would reach our 101st year!

We did, and we are kicking off a new century at AGMA with an exciting new Vision, Mission and four Strategic Imperatives.

Our new vision is: AGMA and its members drive power transmission innovation.

This bold vision positions our members at the center of innovation. Join AGMA and you are identifying your company with leadership and innovation. AGMA stands next to its members as a platform to discuss, share and communicate all the ways innovation can support customers... from our people (education), our products (emerging technology), our footprint (global) and our communications (industry voice).

While Namath did the predicting, he knew he couldn't do it alone. He needed a team, and that is how AGMA and its members will be positioned — as a collaborating partner that works in a coordinated manner to deliver innovation — the lifeblood of any company or organization.

The question remains: what will we do?

That answer partly lies in our new Mission Statement: "AGMA is the global network for technical standards, education and business information for manufacturers, suppliers and users of mechanical power transmission components."

One of the critical elements of this mission is worth noting. AGMA wants to deliver value to the complete supply chain — from the supplier side, the systems side, and even the downstream customers.

Every company lives and dies by the

AGMA's New Vision

AGMA is the global network for technical standards, education and business information for manufacturers, suppliers and users of mechanical power transmission components.

connection they have to the customer community. Our economic livelihood is tied to the symbiotic relationship we have established with the downstream customer community. AGMA leaders recognized this critical element and debated fiercely to include the entire supply chain, and all the pieces of the power transmission system.

This Mission Statement recognizes some of our historical value drivers, but the rest of the strategic plan asks AGMA to take on new, exciting roles as we explore how we can deliver on the vision.

The strategic plan focuses on four key elements that can directly help your company. Here are some of the new things we'll be doing:

Industry Voice — First of all, we're going to be proactive with downstream communication to ensure end users know that AGMA is a resource. We are going to key in on Gear Expo, the Drive Technology Show, and really make this event a downstream-focused, one-stop-shop for everything related to the power transmission industry. We will be more proactive with our communications efforts and invite the industry to come together as one, and make Gear Expo a center point for innovation.

Emerging Technology — Second, AGMA is going to keep the industry aware of disruptive technologies. We are starting with Industry 4.0, additive manufacturing, robotics and new alloys. Again, we want to be tied to innovation and support our members looking to adopt the latest in process steps or new technologies. AGMA

will become a platform for dialogue, debate, even concern! We will not shy away from taking a good hard look at *any* emerging technology, even if it is a threat. Our goal is to prepare our members for a successful future, one tied to innovation and growth. Members will see this objective start to take form in early 2017, and we've already adjusted our website: check out www.agma.org and look under Resources for the significant research, news and informative links we have included.

Education — Third, we're kicking it up a notch on education. Over the next five years, AGMA will be committing significant resources towards education. We are taking a "help your own" approach to education, and making sure we are training our management, our engineering teams and our operators at the highest level possible. So many people *talk* about doing something, and we *are* doing something. We have two new classes on board for 2017, including Steels for Gear Application and Fundamentals of Gear Design & Analysis.

Global — Our final strategy is to support AGMA members looking to export or grow domestically, wherever they are. AGMA, even from its early days 100 years ago, has an international reach and international membership. Today, AGMA has members in more than 30 countries, and all AGMA members compete in a global marketplace. With our position as Secretary to ISO TC 60, AGMA works to create international consensus standards that are used globally. Our global strategy is also to expose more engineers and engineering students worldwide to AGMA's standards so that your future employees and customers are well-versed in AGMA's nomenclature and standards.

It's an exciting time to be an AGMA member.

I know that I promised we would get to the 101st anniversary, but clearly we are aiming much higher than that. We have a plan that can ensure our destiny as *innovators*. We have a plan that *builds* off our past, and challenges our leaders to stay fresh with disruptive technologies. We have a plan that focuses on our teams via strong, dynamic educational experiences. We have a plan to ensure the world knows our value.

AGMA's Mission Statement
 AGMA and its members drive power transmission innovation.

I'll close with something most association leaders don't say: join AGMA, get involved, and I guarantee you will have fun. It's fun to build something, to be part of growth and work together with a group to address challenges that we all face.

As Broadway Joe once said, "When you have confidence, you can have a lot of fun. And when you have fun, you can do amazing things."

Join AGMA and let's go do some amazing things. ⚙️

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Matt Croson

became the president of the American Gear Manufacturers Association in 2016. Croson has more than two decades of leadership and communications experience in manufacturing trade associations. Prior to joining the AGMA, he was president and CEO of the Adhesive and Sealant Council.



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