

AGMA STRIVES TO CONNECT & ENGAGE



By Greg Schulte, AGMA Chair and President, Bonfiglioli USA

From 2020 to 2022 I had the honor of serving as the AGMA Chair. As I close the two-year service commitment, I have been asked by several people: What has AGMA accomplished recently, and where is the 107-year-old trade association heading?

This question is easy and difficult to answer all at the same time. There are so many avenues the conversation can take. Across media, education, emerging technology, standards, market intelligence, meetings and networking, there is so much to talk about. We literally have more than 600 AGMA members actively engaged in these broad efforts, delivering value to our industry in a collaborative manner.

However, as Chair, and looking at the bigger picture, I can identify six areas that I think are of critical importance to note:

1. AGMA is delivering programs that connect more people in our industry together, allowing the larger network the ability to problem solve and gain creative ideas and solutions in a short period of time. Attend our Annual Meeting, Strategic Network Leadership Forums or the Women in Gearing and Future Leaders network that is being created to understand how you can build a stronger network of industry resources.
2. AGMA built out and is executing on the AGMA National Training Center at Daley College and obtaining more intellectual property to aid in the building of the industry's succession plan. AGMA is ensuring future machine operators, engineers and managers have the training they need to design, manufacture and inspect your company's innovative systems. Your leadership should consider requiring employees to earn the AGMA Gear Manufacturing Certificate or the AGMA Advanced Gear Engineering Certificate.
3. AGMA pivoted to an online presence following the pandemic, creating more opportunities for learning and connecting online. This will continue as our efforts will focus on expanding this globally in 2023 and beyond. Everyone understands money is tight, but don't let that deter you from world-class education. Send your team to the online courses and save time and money.
4. AGMA has also been evolving and updating its programming at the Annual Meeting, attracting new attendees that are looking for personal engagement or workshops on business issues facing the fast-paced industry in which we work. Bring your rising stars to this event and invest in their leadership development.

5. AGMA continues to grow globally and expand its product offerings to emerging markets that are relevant to members for both sales growth opportunities and supply chain management. Pay attention to our efforts with Gear Technology India—your marketing team may want to partner with us as we begin in earnest this month at IMTEX 2023 in Bangalore.
6. AGMA moved to an e-publishing platform and designed new digital connection opportunities—with more to come as we work on the new agma.org website. Overall, AGMA is the ONLY organization that can reach the entire supply chain, face to face, online and via events. This gives your business sponsorship and marketing opportunities in growing markets.

We are seeing a new generation of industry leaders emerge along with the traditional business changes because of automation and robotics in our manufacturing process, but also technology with electrification. Yet, in all of this, we can't forget our technical history, and how AGMA standards continue to stay relevant and focused.

There is a lot going on at AGMA, and if you are a business leader in our space, and NOT an AGMA member—you are missing out, both proverbially and in reality. Leaders lead, and that takes active involvement.

Being an active and engaged leader at AGMA has made me a better leader while developing a stronger business, and the privilege to create new ways of thinking and ways of executing more effectively.

I will continue to be engaged in AGMA because it's now a primary business partner for me and my team. I hope to see you all at a future meeting or online at an AGMA event.

P.S. For more information about the scope of everything AGMA does, and to learn more about becoming a member, see our ad on pp. 34–35.



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