

Gear Tattoos



Imagine a shop supervisor with a three-gear drivetrain tattooed on his bicep or a saleswoman with a tiny spur gear silhouette just above her ankle.

Now imagine hundreds of gear people supporting their industry by getting **Gear Tattoos**. That's a grassroots campaign the Addendum team could get excited about, and it would help us forget about our last campaign.

As readers will recall, we suggested in the September/October issue that the gear industry start a grassroots campaign to put the face of Edwin R. Fellows, inventor of the gear shaping machine, on the \$10 bill. We kicked off the campaign by calling the United States Treasury with our idea. We even invited our gear comrades to join by calling us so we could give them the Treasury's phone number.

Strangely, no one called.

We assumed our gear fellows took the initiative and called the Treasury themselves, so we phoned to see how many people joined our campaign. The department's receptionist seemed a little confused about our request, but she said she'd ask around the office. We waited a month, then two, for a call back. We didn't get one.

Eventually, we decided if we wanted responsiveness, we shouldn't go to the federal government. We should go to the gear industry itself. After all, we're all about short lead times and getting things done.

So the Addendum team started thinking: How else could gear people publicly show their support for their industry?

Then it hit us: **Gear Tattoos**.

With this campaign, we don't need to rely on the Treasury to change the \$10 bill. We can change our bodies our-

selves. Now the tattoo can be simple, the spur gear silhouette, or complicated, a mechanism's gear assembly.

The Addendum team went the complicated route—well, one of us did. He was in a Jim Beam slumber that Friday night. That was just as well. It took the artist several hours to do the whole tattoo. After waking, our teammate was surprised by our decision. He later saw the usefulness of a gear tattoo, though. If we want to start a grassroots campaign, we have to be willing to take the first step.

Now our teammate's tattoo (pictured above) is on his left forearm. To show it off, all he has to do is hold out his arm or, at most, roll up his sleeve. That's important. The gear tattoo has to be on a body part that can be shown in public, in mixed company. This campaign is about *publicly* showing our support for our industry: No tattoos where zippers have to be undone or clasps unhooked.

Now it's March. Gear Expo 2005 is in October. That gives us seven months. By the time we get to Detroit, we should all have our **Gear Tattoos**. The Addendum team has already called Cobo Center's receptionist and asked to reserve a room so exhibitors and attendees could show off their tattoos. She wasn't sure a room would be available, but said she'd ask around the office.

We'll give her a month to call back. ⚙️

Tell Us What You Think . . .

Send e-mail to wrs@geartechnology.com to

- Rate this article

- Make a suggestion

Or call (847) 437-6604 to talk to one of our editors!