

# Developing Certainty in Uncertain Times

When I started as AGMA's seventh president in its 100<sup>th</sup> year in June 2016, I shared two philosophical approaches I have leveraged as an association professional:

1. **We are Here for You.** Call us, email us, give us your thoughts on how we can help — AGMA is here for you.
2. **Onward and Upward.** This is an old boy scout saying we used when climbing Long's Peak, Mt. Rainier, Mt. Katahdin, the Tooth of Time, Baldy Mountain and other peaks my Troop 167 reached. It is a message that reminds us we need to keep moving.

There is no question that every executive reading this column is in the middle of a very real crisis. We are all making personal and professional decisions that impact our families and businesses, directly and in a very real manner. We are experiencing many firsts — and between ensuring the safety of our families and business colleagues, meeting customer demand, achieving the required cash flow and staying mentally strong and optimistic — well — it's a lot.

As I am writing this, nearly half of America is in lockdown mode. Governors across the country have restricted movement and business operations, and they're asking many of you to work remotely. AGMA's teams in Virginia and Illinois join you in this, working from home until at least April 7.

My message to you all is just as I expressed in June 2016 — AGMA is here for you — just differently.

We were forced to cancel the 104<sup>th</sup> Annual Meeting, and we have postponed our face-to-face classes in March and April. Now we're potentially postponing our May events as well.

But AGMA continues to be here for you. We have incredible resources — many of which digital — and I encourage you and your team to tackle this terrible situation by leveraging AGMA to develop certainty via our online and traditional print vehicles.

Here's how:

- Your executive team should sign up for the four upcoming webinars we are hosting:
  - Jim Meil on the current and near

future economy, as best as we know it

- Peter Zeihan on macro issues impacting us on a global, geopolitical level, including issues like the Corona-19 Virus and what it means for our future,
- A.B. Stoddard on how all of these comes together in light of the presidential election cycle what our choices are for the future of America's leadership, and
- IHS Markit on supply chain impacts and the gear market report.
- Your sales team should sign up for the AGMA Gear Market Report program. The program is now only \$1,000 and guarantees four 150+ page PowerPoint Reports on the Macro Economy, focused Market Trends, and the Gear Market Report which consolidates Federal and self-reported data into a forecast.
- Your engineering and machine operator teams should focus their time and attention on:
  - Taking AGMA's online training programs that can be found at [www.agma.org/education/online/](http://www.agma.org/education/online/)
  - Reviewing the 10,000+ Michael Goldstein Gear Technology Library at [www.geartechnology.com](http://www.geartechnology.com), for pertinent articles covering your products,
  - They should also take advantage of networking with the industry experts and sign up to participate on one of AGMA's or ABMA's 23+ technical committees.

You also can't stop marketing — there will be an upturn after the immediate crisis of the situation is over.

Now more than ever, having a digital and print presence is essential for survival. Email and mail are still running and your brand deserves the best platforms to showcase your company's abilities.

AGMA Media has the resources you need. Whether you are looking to write a blog shared throughout the industry social media channels, or perhaps you would like to demonstrate your subject matter expertise in an article in *Gear Technology* or *Power Transmission Engineering*, AGMA has the channel for you to use.

We understand the uncertainty of decisions that you have to make right now,

and so while we continue to offer online education, online webinars for up-to-date information, we also want to offer a way for you to reach your customers.

AGMA members have an advantage during this time because you have us, and as I said — we are here for you. We are stewards for our industry, and we are your best advocates. Contact us today to see how we can help you.

For *Gear Technology* or *Power Transmission* Editorial: Randy Stott at [stott@agma.org](mailto:stott@agma.org).

For *Gear Technology* or *Power Transmission* Advertising: Dave Friedman at [friedman@agma.org](mailto:friedman@agma.org).

For AGMA Gears Matter Blog or Marketing assistance: Rebecca Brinkley at [brinkley@agma.org](mailto:brinkley@agma.org).

I will close with my second philosophy — onward and upward.

Onward and upward we will climb — to our destination. It's a simple mountaineer's term that says what it needs to say, "Get Moving. Take Action." It's clear right now, this path isn't easy; it's not a straight, flat path. It's rocky, icy, and we may have to go down before we go back up — but onward and upward we will climb — with mental and physical strength as leaders coupled with leveraging the AGMA resources we have developed to support your team.

We will get through this, and we will be stronger for it.

I sincerely wish you all the very best as you work through the next few weeks and months.

**Matt Croson, President**  
*American Gear Manufacturers Association*

