

# CELEBRATIONS & EXPECTATIONS

When you're 15, you're filled with confidence and exuberance, and you have a future full of potential and room for growth. You're ready to take on the world. *Gear Technology* began publishing exactly 15 years ago, with the May/June 1984 issue, and the magazine has grown in many ways since then.

When we started, this publication was intended to be a teaching journal. Our primary purpose was to disseminate research papers and other presentations from technical conferences, clinics and seminars. As I said in my first editorial, "We will be an on-going gear clinic, ranging from the basics to the lead-edge of technology."

Today this remains the most important part of *Gear Technology's* editorial mission. But we've also recognized a need to include less technical material about our industry. When that material doesn't exist, we write it ourselves or have it written for us. We're more active than ever in finding out what our readership needs and in going to get it.

I'm proud to say that we've also grown into a role of leadership in the gear industry. We encourage you to participate in research and education, and we push you to take advantage of the latest technologies. In part this is selfish. We want you to succeed, because with your success comes ours. But we also feel it's our responsibility. We consider ourselves the voice of the gear industry, and we'll continue to speak and write with your interests in mind.

*Gear Technology* also serves as an important marketplace. Not only technical information, but also trade information, is exchanged through us. For example, you can count on us to let you know about new products that will help you be more efficient, productive or profitable. Over the years, many advertisers have found great value in the reach and focus that we have given them. We'll continue to do everything we can to help the buyers and sellers in this industry get together.

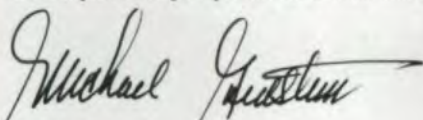
As we've grown in our goals, so too have we grown in our activities. For nearly three years now, we've been publishing on the Internet, and we've been encouraging you to explore its potential as well. These activities have enhanced the magazine by extending our reach, allowing us to disseminate even more technical information. They've also allowed us to reach you—and for you to reach us and each other—in ways that were never possible before. The Internet's strength has proven to be in building our marketplace—and its potential far outweighs its early successes.

Just as we push you to adopt the latest technology and processes in your manufacturing operations, we're doing everything we can to lead the gear industry into the next millennium of communication. We're happy to take this leadership role, and we're excited about the possibilities for ourselves and for you. Moreover, we consider it our responsibility to make sure that the gear industry is viewed as one of the most technologically advanced in the world.

All of this is why we've put so much effort into *Show Central*, the first ever 3D virtual metalworking technology show. The official opening is May 1, 1999, so please stop by [www.gear-technology.com](http://www.gear-technology.com). It will change the way you think about trade shows.

We've seen a lot of changes in our first 15 years, and the pace of that change continues to steadily increase. The next 15 years will see even more changes, not just for the business of gear manufacturing or the business of publishing, but for business in general.

I'd like to take this opportunity to thank all of you—readers and advertisers—who have made the success of our first 15 years not just possible, but also interesting and fun.



Sincerely,  
Michael Goldstein, Publisher and Editor-in-Chief

