



Eyes on Detroit

If you think of Gear Expo as only a machine tool show, you're not seeing all of its potential. You may be tempted to skip it this year, especially if you're struggling to fill your current capacity. I've heard too many stories of canceled orders, falling profits and slashed budgets to believe that great numbers of you will be attending Gear Expo with buying new machines as your No. 1 priority.

But for those of you who manufacture gears, buying machines *will* be your No. 1 priority someday, and learning about the latest technology now could prepare you for your buying decision in the future. Understanding how that technology can make you more productive or more competitive might even make it easier to justify the decision.

The place for learning about that technology is Gear Expo. This show offers too much valuable information for you to miss it, and this opportunity comes along only once every two years. Nowhere else in the world can you pick the brains of so many gear experts—and they include more than salespeople. The experts include the engineers who design the equipment, the technicians who install it and the service people who keep it running.

Also, we've heard that several machine tool manufacturers intend to introduce new technologies at this show.

Even if you don't manufacture gears, Gear Expo is an important event. It's not like EASTEC, WESTEC or IMTS. Those are machine tool shows. Gear Expo is the only event that includes all parts of the gear industry.

For example, there are more than 50 gear manufacturers scheduled to exhibit at Gear Expo. This show offers valuable information for both gear buyers and gear makers. So, if a significant part of your business involves designing, specifying or buying gears, then come to Detroit to learn about the product lines and manufacturing capabilities of many of the world's leading gear manufacturers.

AGMA is expecting somewhere around 200 exhibitors, which would make this Gear Expo the largest ever by far. Besides machine tool suppliers and gear manufacturers,

Gear Expo is home to exhibitors specializing in gear materials, cutting tools, workholding, heat treating services and coating services.

But the exhibitors aren't the only ones you can learn from at Gear Expo. The show also offers several educational opportunities, including the basic course from the AGMA Training School for Gear Manufacturing and four gear-related seminars conducted by SME.

To put it simply, there's nowhere else you can go to get so much current information on the gear industry. I urge you to attend Gear Expo and learn as much as you can.

My father used to say: "You don't know what you don't know." I've always thought that bit of wisdom was especially telling. If you skip Gear Expo, you won't be exposed to the information that's available there. More importantly, you won't know what you've missed out on. Maybe not knowing won't hurt you. But I can guarantee that some of your competitors *will* be at the show. Do you want *them* to know what you don't know?



P.S.—Stop by our booth, #418, to say bello and for a chance to win a one-of-a-kind gear clock, which you can see on page 46!

Michael Goldstein, Publisher and Editor-in-Chief