

Face to Face in the Gear Industry

Nothing beats the power of a face-to-face meeting.

Recently the city of London was elected to host the 2012 summer Olympics, after a competition that came down to two fierce competitors, London and Paris. For many weeks, it seemed, Paris had the upper hand, but in the end, London won out, largely due to the efforts of Britain's prime minister, Tony Blair.

In the closing days before the decision by the International Olympic Committee, Blair jumped on a plane and headed to Singapore—despite the fact that he was hosting the important G8 summit the following week in Gleneagles, Scotland. According to reports, Blair met with 25 members of the IOC in those waning days, one right after the other, charming them, schmoozing them, lobbying his case.

Many observers, as well as members of the IOC quoted in the press, attributed London's success in large part to Blair's last-minute campaign. The personal face time paid off.

In today's impersonal age of e-mail and text messaging, it's easy to forget how important face-to-face meetings can be, even on a much smaller scale—say, the everyday goings-on of the gear industry.

We all interact with others in the industry. Often, the things you learn in a face-to-face conversation would never come out over the phone or by e-mail. In addition, such a meeting often pays dividends well into the future, as you become a face and an individual—rather than just a name and a title—to the person you're doing business with.

With Gear Expo coming October 16–19, we all have a tremendous opportunity to meet face-to-face with suppliers, customers and colleagues.

Many of you who make gears for a living are now extremely busy. Some of you are even scrambling for capacity. Maybe a little face-to-face time with the sales and technical experts might get your machine tool delivery bumped up the schedule, or maybe you'll at least gain insight about when you can really expect delivery and be able to plan accordingly. The people with the answers will be at Gear Expo.

Maybe you've been making gears the same way for a long time and you need a better understanding of competitive processes. The people with the answers will be at Gear Expo.

Maybe talking over your problems and opportunities with suppliers will provide you with solutions you hadn't thought of. Different tools, different processes, even other potential suppliers. The people with the answers will be at Gear Expo.

If it's answers you're looking for, Gear Expo is the place—even if you don't yet know all the questions you should be asking. I've always described this show as the greatest collection of gear knowledge available all at one time, in one place.

This year, the show's organizers have made some changes to provide even more learning opportunities for visitors. For

example, the AGMA Fall Technical Meeting is running concurrently with the show, with more gear-related technical presentations than ever before. Also, three separate sessions of the classroom portion of AGMA's gear school will be held during show hours. Rounding things out will be seminars hosted by the American Bearing Manufacturers Association, the Forging Industry Association and SME, as well as a Solutions Center, where many exhibitors will give presentations on topics related to their expertise.

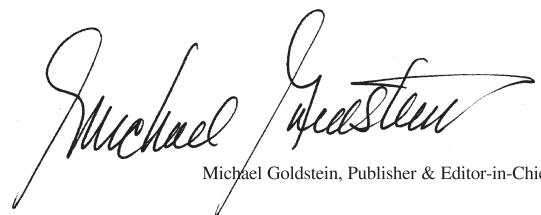
In addition, Gear Expo will have a wide variety of exhibits, including suppliers of machine tools, cutting tools, materials, inspection equipment, software and much more, as well as providers of services like machine tool rebuilding, coatings and heat treating. Those of you who outsource gears will find a good selection of exhibits featuring leading gear manufacturers as well.

Many of the most important faces of the gear industry will be in Detroit this October. Will one of them be yours? Gear Expo provides many opportunities, but you can't take advantage of them unless you go.

A lot can be accomplished in just a couple of days—just ask Tony Blair. I'm not suggesting that every trip to Gear Expo will result in benefits to your organization of Olympic proportions, but I'm confident there are many victories to be won for those who come to the show.

See you in Detroit.

P.S. For more information about Gear Expo, turn to page 18 or visit www.gearexpo.com.



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