

No Excuse is Good Enough

Might some of you may be tempted to skip IMTS this year? Business is just so-so. You can't afford to be away from the shop. It will be a waste of time because you don't have the budget for new machine tools or new technology anyway. You've cut back on travel expenses. It's your wife's birthday.

Maybe the last excuse is valid, but the others bear closer examination.

Most of you already know that IMTS often presents a unique buying opportunity, because every machine tool manufacturer is there in the same place, and each of them is forced to compete for your attention and your business. This highly competitive environment can result in good pricing if you're in the market to buy.

But even if you're not shopping for new technology, IMTS has a lot to offer. It's not just about buying machine tools, cutting tools and automation. It's about learning how the latest processes and technologies can best be put to use. You can be sure that the newest technology will be on display. You can also be sure that there will be plenty of experts on hand to help you understand how it can help you become more productive, efficient or profitable.

These experts include the engineers who design the technology, the technicians who install it around the world, and the sales people who have worked with companies like yours and probably helped them solve many of the same problems you face. You'll have the opportunity to develop and maintain relationships with the suppliers and potential suppliers who could potentially have an impact on your operations some time down the road. Even if now is not the right time to buy, you should go to IMTS to learn what technology is available. Very often, when the technology is right, it pays for itself anyway.

Don't be fooled into thinking that you know everything already. In my role as publisher of *Gear Technology*, it's my job to stay on top of manufacturing technology. Machine tool manufacturers constantly send us information about their latest advances. I haven't missed an IMTS in decades, and one thing that's never changed is that there's always something to learn. I'm confident that if you go, too, your experience will be the same.

Gear manufacturers will have the opportunity to compare the technologies of all the machine tool manufacturers specializing in gear equipment by visiting the Gear Pavilion. But don't



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stop there, because the non-gear equipment can often be just as important to your operations, especially with today's multi-tasking machines. Or maybe you'll need to visit the Quality Assurance pavilion to learn how you can better streamline your inspection operations. The point is, every conceivable manufacturing operation is covered at IMTS, and no matter what you consider your specialty, there may be opportunities to expand your capabilities or increase your productivity that you haven't even considered.

If you look at our Product News section this issue, you'll see a lot of examples of new technology that will be exhibited at IMTS. We're saving some of the best new products for our August IMTS issue, but take a look beginning on page 10 to get an idea of the breadth and depth of technologies that will be on display.

Then, stop making excuses and book your ticket for Chicago. IMTS only comes once every two years, and 100,000 visitors per show can't be wrong. No excuse is good enough. In fact, even if it is your wife's birthday, bring her along. She'll probably enjoy Chicago, too.

