

Gear Expo 2017

AGMA Sets Up Shop in Living Laboratory of the Midwest

Matthew Jaster, Senior Editor

Columbus, Ohio recently surpassed Indianapolis as the second largest city in the Midwest behind Chicago, according to the United States Census Bureau. This could change come the 2020 census, but there's no denying Buckeye Nation is going places. Between 2011 and 2016, private employment in Ohio increased by 450,000 jobs, going above and beyond the regional average of 261,000.

With \$40 million in funding from the U.S. Department of Transportation and \$10 million from Vulcan Inc., (a private company founded by Microsoft philanthropist, Paul Allen), the city of Columbus is currently under construction to become America's first Smart City.

But what does that mean exactly?

It means a greater emphasis on urban planning, public transportation, parking and the introduction of more electric vehicles. It means putting sensors on everything so predictive analytics and data management become the norm. A Smart City works to eliminate traffic congestion, cut back on traffic accidents and provide a safer urban environment for families.

Follow the Technology

The Columbus Smart City is just one example of a project that will focus on fostering innovation here in the United States. You can add it to the growing list of initiatives designed to restore manufacturing and engineering knowledge, increase competitiveness and prepare our country for the digital future.

It's also a great way to keep the manufacturing discussion right here in the Midwest. Manufacturing USA is another example of this. Technology centers such as the Digital Manufacturing and Design Innovation Institute (Chicago, Illinois), Lightweight Innovations for Tomorrow (Detroit, Michigan), America Makes (Youngstown, Ohio) and Advanced



Robotics Manufacturing (Pittsburgh, Pennsylvania), work toward securing the future of manufacturing through innovation, education and collaboration.

It's fitting — almost poetic in a way — that the same time Columbus is working to become a living laboratory for the future, AGMA is setting up shop to focus on the gear and power transmission industries. Coincidence? We think not!

While our cities are changing at a rapid pace, so too, is the manufacturing industry. The average shop floor will soon be collecting data, managing analytics and determining how to produce products faster and more efficiently than the competition. The decisions made today will certainly affect how our cities and factories are maintained and operated in the future.

Jenny Blackford, vice president, marketing at AGMA, and Matt Croson, president at AGMA, recently provided insight on the changes taking place in the gear industry, the importance of emerging technologies and the role AGMA will play in the future regarding gears and related power transmission components.

Jenny Blackford, Vice President Marketing, AGMA



How has the gear industry changed since closing the doors on the Detroit show in 2015? Explain.

Finally, we are beginning to see positive growth across the industry for the first time in six years. In 2015, many companies were still skittish from the losses of the last recession, but we are seeing positive signs that people are willing to invest in new equipment and new products. Since the 2015 show, there have been several mergers and acquisitions in the industry, and we will not be surprised if that continues for the second half of this year. All of these factors make Gear Expo perfectly timed as a great opportunity for companies to find new suppliers and business opportunities.

From a marketing perspective, what will Columbus, Ohio bring to Gear Expo's legacy?

Columbus is a great location and a short drive for many of the major manufacturing hubs. There are many restaurants and entertainment options close to the convention cen-

ter, and I feel that the exhibitors and attendees will be pleasantly surprised by all that Columbus has to offer them.

What new topics and trends will be featured at the FTM and during the show?

We really wanted Gear Expo's focus to align with AGMA's strategic plan. One of the planks of the plan is emerging technologies. At the Fall Technical Meeting and the Gear Expo Solutions Center, we will have presentations on Industry 4.0, IoT and additive manufacturing to bring real world examples of how new technologies are being used in the gear and power transmission industries.

Explain the significance of the tagline to this year's Expo: What Drives You?

Historically, Gear Expo catered to suppliers selling to gear manufacturers. However the show is growing thanks to gear manufacturers who are exhibiting their products to the OEM and end user attendees to the show. In 2015, we added the tag line "the Drive Technology Show" to recognize that Gear Expo was a place that attendees could come to see the entire supply chain—from machine tools and materials to gears, bearings and full gear systems. This year's tag line, What Drives You, reiterates that focus on end users, and is being carried out through a large scale marketing campaign to a wide variety of OEMs and gear buyers in the automotive, off-highway and industrial markets, among others.

Will there be an international presence once again during Gear Expo 2017?

We have exhibitors coming from more than a dozen countries around the world. We are very excited at our international involvement, as creating strong relationships internationally in the industry is also one of AGMA's strategic goals.

How has AGMA's partnership with ASM evolved, and will the two shows continue to work together in the future?

This will be the fifth co-location with ASM and we couldn't be more pleased with the relationship. The co-location

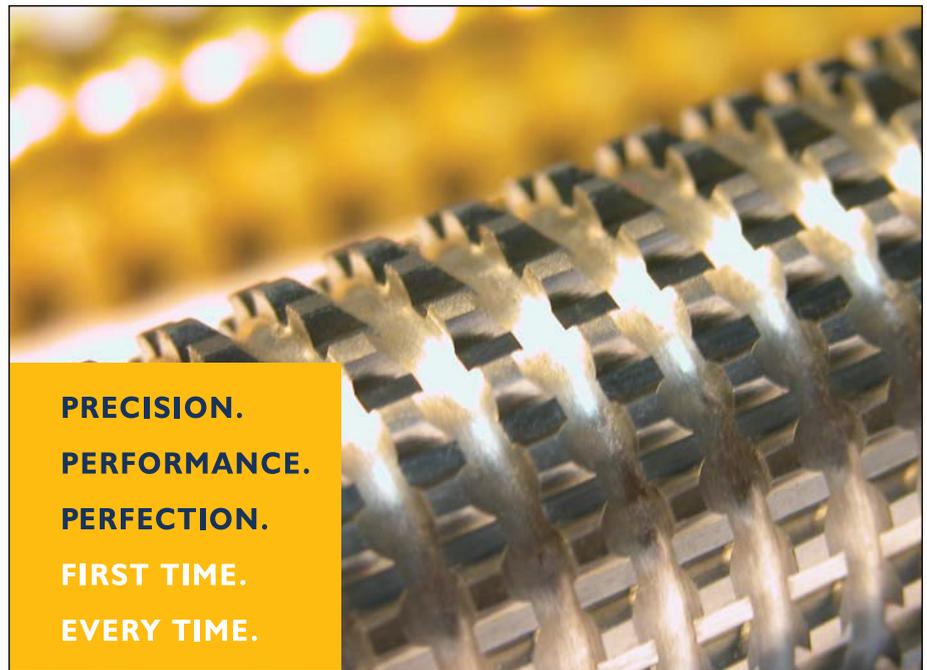
offers a better value to our attendees so that they receive a broader view of the supply chain and thus allows them to create better relationships for their businesses. We anticipate this partnership will continue to grow in the future.

What are you personally most excited about regarding the 2017 show and why?

I am most excited for the fact that Jay Rogers, co-founder of Local Motors is one of our keynote speakers at

the Solutions Center this year. Local Motors is focused on open-source vehicle design and additive manufacturing—a completely new way of automotive design and manufacturing. Jay will add a new depth of knowledge to our emerging technologies focus, and I am interested to hear what he thinks about the future of automotive manufacturing.

What is AGMA doing to attract young, college graduates to consider engineering and manufacturing positions within the gear industry? Are there



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plans to utilize Gear Expo as a forum to do this now or in the future?

The AGMA Foundation has invited the past and present scholarship recipients to attend the Show and the Fall Technical Meeting. Additionally, AGMA has been contacting many of the surrounding colleges, universities and technical schools to offer students a low-cost attendance option for the FTM and a free pass to the show. We see the need to have the next generation of engineers come be a part of Gear Expo so that they will grow with

the show and take ownership over the future direction of the gear industry.

What can your members do to promote and market Gear Expo to the manufacturing community?

We are already seeing great traction from our members to promote Gear Expo on social media and hope they continue the conversation using AGMA's #GearExpo on Twitter. We encourage them to include the same information in their newsletter, E-mails and on their websites. In addi-

tion, members are able to give out free passes to the showroom floor for their guests, potential customers and current clients.

Matt Croson, AGMA President



You've done a fair bit of traveling and visiting key companies within the gear industry this year. What is the current pulse of our industry prior to this year's Gear Expo?

I've visited with almost 60 different companies in the past year, and I'd say the consensus is cautious optimism. There are clearly positive signs for members. We've seen month-to-month growth in the first half of the year – the first time this has happened in the past six years.

But members are still climbing from all-time lows, and it's my feeling companies are looking for a steadier market – something that is more of a strong pattern of purchasing.

How will the education portion of Gear Expo 2017 highlight your commitment to focus more on education and training within the gear industry?

Gear Expo is the world's largest gear school for attendees – they can learn all aspects of the industry by touring the floor, and looking for innovation. But we also have several classes being held in tandem with our partners at ABMA and ASM/Heat Treat, and our own Fall Technical Meeting. The



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FTM, for example, has more than 25 peer-reviewed papers being shared. This event is a one-stop shop for all things tied to gears—from how to make them, to the systems themselves—and all of the education they need to ensure the innovation they are purchasing can be leveraged within their company.

What are you hoping attendees will take away from the show this year?

Our focus is on innovation. We want our attendees to walk away with the innovative solutions they need to produce the most efficient, cost effective power transmission system.

What have you learned from walking other manufacturing trade shows that you would like to apply or incorporate into a future Gear Expo?

Gear Expo is going to continue to

expand to include all parts of the power transmission system. We are looking for partners, including members, other pieces of the system, including bearings, couplings, and motors—and supporting trade association partners who can help us create the leading power transmission and automation event in North America.

The power to deliver on this vision is with our members working together, and with other associations and their members working together, in order to come together and create something this industry needs: a focused power transmission and automation event that supports the innovation efforts of our customer community. ⚙️

For more information:

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FTM and Gear Expo 2017 at a Glance

Fall Technical Meeting (Oct. 22–24)

Individual Sessions:

- Session I: Efficiency, Lubrication, Noise and Vibration Oct. 22 (1 pm to 5 pm)
- Session II: Manufacturing, Inspection & Quality Control Oct. 23 (8 am to 12 pm)
- Session III: Application, Design and Rating Oct. 23 (1:30 pm to 5 pm)
- Session IV: Materials & Heat Treat Oct. 24 (8 am to 12 pm)
- Session V: Gear Wear & Failure Oct. 24 (1 pm to 5 pm)

Education Courses:

- **Taming Tooth Deflections** – Oct. 24 (8 am to 5 pm)
- **Basics of Gearing** – Oct. 24 (8 am to 5 pm)
- **Why Bearings are Damaged?** – Oct. 24 (1 pm to 5 pm)
- **Gearbox Field Inspection** – Oct. 25 (8 am to 12 pm)
- **High Profile Contact Ratio Gearing** – Oct. 25 (8 am to 12 pm)
- **Reverse Gear System Engineering** – Oct. 25 (1 pm to 5 pm)
- **How to Read and Interpret a Gear Inspection Report** – Oct. 26 (8 am to 12 pm)
- **Gearbox Maintenance** – Oct. 26 (8 am to 12 pm)

- **Material Selection and Heat Treatment of Gears** – Oct. 26 (8 am to 5 pm)

Gear Expo (October 24–26)

Schedule:

Tuesday October 24

- Exhibit Hall (9 am to 6 pm)
- Solutions Center (9:30 am to 5 pm)

Wednesday October 25

- Exhibit Hall (9 am to 5 pm)
- Solutions Center (9:30 am to 4:30 pm)

Thursday October 26

- Exhibit Hall (9 am to 4 pm)
- Solutions Center (9:30 am to 3:00 pm)

Heat Treat 2017

The ASM Heat Treating Society Conference and Exposition is co-located with Gear Expo 2017. It features more than 125 technical sessions, a special symposium on induction heat treating, basics of heat treating short courses and a “Taste of Columbus” networking event at the historic Columbus North Market. For more information, visit www.asminternational.org/web/heat-treat-2017/home. ⚙️

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