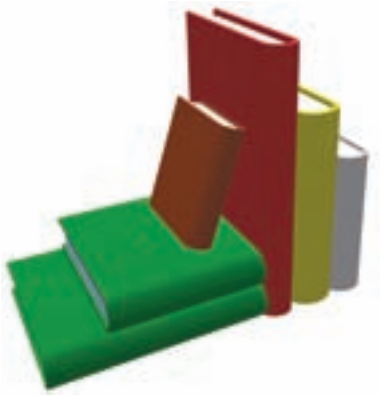

Why do YOU read Gear Technology

When I started this magazine 24 years ago, my intention was to provide a resource to the gear industry—a practical, useful reference about the highly specialized and technical niche of gear manufacturing. Our goal was to assemble a body of knowledge covering the materials, design, manufacturing, processing, heat treating, testing, and purchasing of gears and gear-related products. Our mission has always been, and remains, one of education.

Sure, there were conferences and seminars for gear manufacturers where technical papers were presented, but if you didn't or couldn't attend, you missed out. That's where we came in. We remain committed to bringing our readers the best technical information on gears from authors doing cutting-edge research and honest-to-goodness practical work, all around the world.

Over the years, we've also recognized the importance of providing you up-to-date information on industry news, new products and events. We've continued to grow and refine our news departments to help keep you abreast of the latest developments in a manufacturing world that continues to become more competitive and more global.

We're also keenly aware that you rely on us for analysis and insight, which is why we place a high level of importance and spend a lot of effort on this page and on our feature articles.

Our staff is busy planning the 2009 editorial calendar—figuring out the types of articles we should publish next year. As part of that effort, we recently sent out an e-mail survey to a random sampling of 600 of our qualified readers. It had only one question: "Why do you read *Gear Technology*?" Our intent was to make sure we understand your needs and to give us insight about our editorial efforts.

At best, we thought maybe we'd get a handful of responses that would spark an idea or two. But, in fact, we were overwhelmed not only by the volume and variety of the results, but also by how much thought went into them.

What we got back was gratifying, on most every level. We were struck by the variety of the respondents, their various duties and responsibilities, the different ways they're involved in the industry, and the variety of companies, products and geographic breadth they represent. People in all parts of the gear industry value *Gear Technology*—not all for the same reasons—but with the same level of enthusiasm.

I was especially pleased to see that many of our readers emphasized the importance of our advertisements, not just when they're looking to buy products or services, but as a resource for learning about the latest technology and ways to become more productive.

A number of respondents were gracious enough to give us permission to reprint their comments here. Overall, they serve to reinforce both the mission we began with 24 years ago and the refinements we've made along the way. We hope that you enjoy reading and reflecting on them as much as we did. I want to thank our readers, advertisers, authors, technical editors and staff for helping us make this magazine truly "The Gear Industry's Information Source."

Michael Goldstein,
Publisher & Editor-in-Chief

"I read Gear Technology *magazine to stay current with new manufacturing and heat treat processes. I particularly enjoy articles and interviews of existing manufacturers willing to share their processes. I would stress to your advertisers the importance to make their products visible even if it is only once or twice a year. New ideas are generally triggered by visually seeing pictures of other manufacturer's equipment and processes."*
—John Krainer, senior manufacturing engineer
Harley Davidson Motor Company
Milwaukee, WI

"I read Gear Technology *for the technical articles, such as 'Influence of Roughness on Gear Pitting Behavior' (6/06), 'Spiral Bevel and Hypoid Technology' (7/07), and 'Advances in Bevel Gear Blades' (10/07). I also enjoy the Publisher's Page for its insights into the industry. The various articles and presentations of advances by gear equipment manufacturers are very interesting as well."*
—Steve Burr, design engineering specialist
Caterpillar Inc.
East Peoria, IL

"I've looked forward to every issue of Gear Technology *since Mike started publishing it over 20 years ago. It is the only technical magazine I receive that I never read the contents page. I go through the entire magazine, looking at every page, because I know there will most likely be something of interest to me, and not pages of unrelated advertising. I always enjoy Mike's editorial page, and many of the technical articles are valuable reprints from FTM [AGMA's Fall Technical Meeting] and other sources."*
—Gary DeLange, engineering manager
Philadelphia Gear Corp.
Hueytown, AL

"I work in an international company as senior gear designer, and for my job the information about new developments in gear design and production is very important. On the other hand, I don't like papers in which mathematics is the most important player; the mathematical approach is necessary, but we must always

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remember that we are engineers, and our final scope is to produce components (gears) and not to be teachers at the Berkeley university. For this reason I like Gear Technology*; the papers are always a good compromise between theory and practice, and very often the information included can be immediately used in the work of every day."*
—Giuseppe Boni, senior gear designer
Dana Italia S.p.A.
Arco di Trento, Italy

"Basically, I read Gear Technology *to stay abreast of developments in the gear world which may be of benefit financially or technologically to my company. Currently, I am looking at our small gears with an eye toward moving some from cut gears to sintered metal based on a recent article."*
—Mike Andrew, purchasing agent
CEF Industries
Addison, IL

"We design and manufacture specialty gearboxes for most applications, primarily off-highway. The updated gear information helps us keep up on gear manufacturing, but gear applications such as wind generators and unusual gear applications are very interesting."
—Gary Hamilton, chief engineer
R. Cushman & Associates
Livonia, MI

"I always find the magazine keeps up to date on the latest technology, which helps us to keep up with the latest customer demands. I have found useful formulae that I use on a daily basis. The ads are very helpful. I have found vendors to help with certain projects. All in all it's a great gear magazine."
—Murray Sundell, engineering sales
Ideal Gear Works
Delta, BC, Canada

"Your magazine is a lot more interesting than the alternative, i.e., reading AGMA technical papers, and it provides a broad and comprehensive overview of gear design and manufacturing issues."
—Steve Schuster, transmission design engineer
Caterpillar Inc.
East Peoria, IL

"Simple reason for reading Gear Technology *is it updates on modern methodology. Research papers published are most of the time dealing with a problem actually faced by us. I still remember a write-up on modern electronic gear testers, which mentioned that such sophisticated equipment should be useful only for experienced inspection personnel and not for somebody who will only look for ACCEPT/ REJECT remarks. It was a most practical write up."*
—P.P. Mahajan, manager
Manisha Industries
Aurangabad, India

"We subscribe because GT *is a quality assured publication recognized internationally for its balance of technical articles and analytical comment. It*

continued

also helps us keep up-to-date with new developments well outside our own sphere of operation. We recognize that contributing text or advertising with GT *will guarantee a circulation amongst a wide scope of potential customers and partners, from the major players to the small enterprises such as ourselves."*
—Mike Fish, managing director

Dontyne Systems
Prudhoe, England

"I am a drive system design engineer primarily in the aerospace field. I like to see how other industries solve similar problems, and Gear Technology *is one way of getting information from around the world."*

—James B Colter, engineer
The Boeing Co.
Almondbank, Scotland

"I read GT *for several reasons: I want to know what is going on with the technical side, new production technology and design methodology. I am mostly interested in the technical articles. Also upcoming seminars and events are important since I work with both the technical side and marketing of powder metal gear technology, so I need to find venues for networking. What would be interesting is articles that have a systems approach to them—new designs of complete transmissions, for example. Most technical articles are focused on one little detail on a specific gearwheel. Nothing wrong with that, but articles showing the bigger picture are of interest too."*
—Anders Flodin, R&D engineer
Hoeganaes A.B.
Hoeganaes, Sweden

"Because I like to see the latest and greatest in gear technology for bevel gear manufacturing and inspection. Automotive and specialty products for automotive industry are my preference."
—Robert Cabrera, gear engineer
ArvinMeritor
Heath, OH

"As a long-time (32 yr.) employee of Dana's Ft. Wayne Axle Plant, gears have been an essential element of my career. As VP and Chairman of USW Local 903, keeping informed and educated about our industry is one of my highest priorities. Keeping my membership informed and educated and pursuing continuous improvement in our product and processes is critical to maintaining our productivity, profitability, and ultimately the jobs of my union brothers and sisters."
—Dave Kobiela, vice president, Bargaining Committee chairman
United Steelworkers Local 903
Dana Light Axle Products Group
Fort Wayne, IN

"I like to receive information regarding all aspects of gear manufacturing, and consequently enjoy your articles, whether or not they have relevance to our current products. Information regarding new machinery, tooling, materials, gear designs, etc., is always welcome. Keep up

the good work!"
—Bill Laflair, president
Duragear Ltd.
Scarborough, Ontario, Canada

"Because we have just started manufacturing differential gears and would like to be updated on the latest technology."
—Dr. N. Gowrishankar, director
IP Rings Ltd.
Kanchipuram, India

"I'm reading your magazine because it is related to my business actually. I like to have up-to-date and upcoming news. And I believe that I learn a lot via your magazine."
—Atilla Basulas, sales/marketing manager
Atak Madeni Yag
Istanbul, Turkey

"I read Gear Technology *because I get: current information about the state of the gear industry; technical/scientific information about trends in gear manufacturing and design; and information on how we as a forging company can suit the needs of the gear/transmission industry."*
—Hans-Willi Raedt, R&D director
Hirschvogel Umformtechnik GmbH
Denklingen, Germany

"I enjoy reading and reviewing new and different techniques used in the gearing industry that your magazine addresses."
—Ron Reeve, district sales manager
Nord Gear
Corona, CA

"The reason why I read Gear Technology *is to be updated about news regarding manufacturing of gears."*
—Stig Palmkvist, preproduction engineer
Volvo Powertrain
Skövde, Sweden

"I read this magazine for the following reasons: 1) Identify potential sources for gearbox components (primarily gears), 2) Identify new developments within the industry, 3) Keep-up-to-date on gear industry marketing trends/news."
—Jim Klubertanz, design engineer
Weasler Engineering, Inc.
West Bend, WI

"I subscribe to Gear Technology *because it gives me a window on the entire area of gear design and cutting. As a very small restorer of racing car components, I cut only the oldest designs, and some old enough to be made before the current metric standards (WW II). The articles of most interest to me are of small shops who do very intricate parts on a prototype or limited-quantity basis. The advertising that most interests me is suppliers of conventional machines and parts and rebuilding service. I am mostly interested in American-made machines: Barber-Colman, Fellows, etc."*
—Wayne Mitchell, owner & chief engineer
CMW Enterprises, Inc.
Cardiff, CA

Want to add to the discussion? We'd love to hear what you think! Tell us why YOU read *Gear Technology* by sending a message to *publisher@geartechnology.com*.