



**AGMA Gear Expo returns "Home" for 2011 Event.**

## Perhaps When You Need It Most:

### GEAR EXPO 2011 MAY WELL BE A SPECIAL EVENT

By Jack McGuinn, Senior Editor

Showtime! Gear Expo Time! And the ASM will be there! (See accompanying story on p.66.)

That's right folks—Gear Expo 2011—the American Gear Manufacturers Association's (AGMA) every-other-year geerzapalooza is back—back in "hometown" Cincinnati and back looking to do some brisk business. Then add the annual AGMA Fall Technical Meeting and the ASM Heat Treating Society Conference and Exposition to the mix, and things are really cooking.

"Cincinnati was home to the first full Gear Expo back in 1987," says Jenny Blackford, AGMA director of marketing and communications. "Gear Expo has grown and changed a lot since then, but even more than 20 years later, Cincinnati is still a great location for the show. The city is rolling out the red carpet for Gear Expo attendees and exhibitors with their hospitality, discounts at restaurants and more."

What's more, rare opportunities like Gear Expo—don't

tell anyone, but that's why it's only every two years—provide exhibitors and attendees alike a degree of important, hot-spot face time.

Blackford explains, "In times of economic turmoil, Gear Expo takes on added significance, not only as a place for companies to find new prospects and new technologies; it is also a great time for gear professionals to network with one another and to keep in touch with their peers and the pulse of the industry."

One change to look for at this year's show is the absence of Dr. Mike Bradley, the popular professor and economist who in shows past delivered the "State of the Gear Industry" address for AGMA. This year will definitely be different in that the presentation will be a team approach.

"We plan on introducing our new economic consultants from IHS Global Insight (*Ed.'s note: IHS is a global information company addressing energy, economics, geopolitical*

risk, sustainability and supply chain management issues.) who will do both a state of the gear industry (presentation and) forecasts on some of the end-use industries that gear manufacturers sell to,” Blackford says, adding, “(They have) been hired by AGMA to provide quarterly forecasts on the gear industry and allied industries.”

Speaking of allied industries, this year’s show will once again co-locate with the ASM show. It makes perfect sense; so much so that industry partnerings for trade shows are becoming quite common.

Blackford says that “ASM and Gear Expo both benefited from the co-location in 2009, so we are continuing the partnership. Gear Expo attendees can take advantage of the additional exhibitors at the ASM Heat Treat show, while exhibitors benefit from the additional attendees that come to the combined show. It’s a great opportunity to see the entire gear manufacturing process all in one event. This year’s Gear Expo is shaping up to be a great event, with a sold out exhibit hall, expanded education programs and a great location.”

But be aware that Gear Expo—particularly in years when it coincides with the FTM—is also a learning experience. With that in mind, we talked with Charles Fischer, AGMA vice president/technical division, and Jan Alfieri, AGMA education manager. Look for them to be two of the busiest and more popular folks at the dance.

“Every other year, when AGMA’s Fall Technical Meeting and Gear Expo occur consecutively, a great opportunity arises to hear the latest technical presentations, participate in a variety of excellent short courses and take part in the world-premiere event for gear manufacturers and gear buyers all in the same location,” Fischer enthuses. “It is just the perfect storm for education, networking and demonstrations!”



**Jenny Blackford, AGMA director of marketing and communications.**

Among that “perfect storm” of all-things-technical are Alfieri’s teach-ins conducted by gear industry

experts.

“In addition to Basic School at Gear Expo (the Training School for Gear Manufacturing),” Alfieri explains, “this year we will have some new short courses on topics covering how to organize and manage a failure investigation, bearings failure, materials selection and heat treatment of gears, gear health monitoring and program/project planning and management.”

Given one of the most precious commodities—time—one wonders how the instructors are recruited for the event. For most, it’s a labor of gear-love.

“For example—” Alfieri begins, (Gleason Cutting Tools Corp. senior product manager) “Mike Tennutti conducting the gear manufacturing sessions. We find our instructors understand the importance of FTM and Gear Expo to those in the industry, and they want to be a part of it. It is clearly the place to meet, exchange ideas, learn and network with those in the industry. AGMA is lucky indeed to have experts well such as Mike Tennutti who share their knowledge though our courses, year after year.”

And then there is the cattle-call of FTM presentations. But this is one prime round-up—Great Thoughts from around the globe, presented first-hand without interruption. A good part of the presentations, according to Fischer, are all about failure—but in a good way.

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“I see this year’s show will address bearings failure, gear failure and materials selection,” he says. “We look for programs we feel will appeal to those attending FTM and Gear Expo. This year attendees have the rare opportunity to participate in a class presented by (longtime *Gear Technology* technical editor) Bob Errichello. Bob’s classes are usually taught in Montana and are always sold out almost immediately.” Fischer points out that “AGMA and ASM are teaming up to present a joint course on materials selection and heat treatment of gears. Dr. William Mark (a major contributor to *Gear Technology*’s August issue feature on gear noise) and Jason Hines are doing cutting edge research on acoustics and vibration at the Pennsylvania State University Applied Research Laboratory and have agreed to present a short course on fundamentals of gear health monitoring.” He concludes by explaining that “‘Risk or Reward: How to Maximize Your Return on New Opportunities,’ presented by David K. Watkins, came from a conversation with a member who said a concept like this turned their business around.” (Please see page 69 for Gear Expo 2011 dates, FTM presentations, etc.)



**Charlie Fischer, AGMA vice president/technical division.**