

# EDITORIAL

## INVEST IN THE FUTURE — NOW!

It is with great anticipation that we move closer to AGMA's Fall Technical Conference and Gear Expo '87, which is being held on Oct. 4-6 in Cincinnati, OH. This bold undertaking by both AGMA and the exhibitors in the Expo's 160 booths is an attempt to make a major change in the industry's approach to the exposition of gear manufacturing equipment. By combining the Expo with the Fall Technical Conference, those involved in gear manufacturing will have the opportunity to review the latest equipment, trends, and most innovative ideas, while keeping up with the newest technology in the industry.

AGMA and the exhibitors have put months of discussion and planning into getting Expo '87 off the ground. Their investment of time and resources represents the exhibitors' belief that if we are to stay competitive, we must be as well-informed as possible about developments within our industry. They are investing in the future, but their commitment and faith in our industry is not enough. The most important ingredient in the success of this undertaking is YOU . . . the gear manufacturer and gear machinery and equipment buyer. Without your support, all the pre-planning in the world will not make the show succeed. You must match their vision.

There is a feeling in the air that a show devoted exclusively to the gearing industry is an idea whose time is definitely here. After some lean years and tough times, business in the gear industry is beginning to improve again. From this point of view, the timing of the



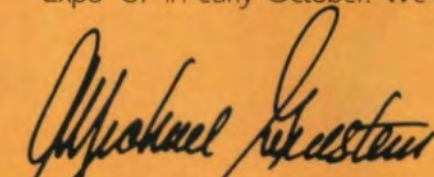
show is perfect for looking at ways of changing and upgrading your manufacturing capabilities and for purchasing and installing new technology and equipment to improve your product and lower its cost.

Holding this expo away from the colossus IMTS will allow exhibitors and attendees the opportunity to focus on this small, but important industry. Products and ideas that might get lost in the crowd at IMTS will get an opportunity for center stage at the Gear Expo '87. Cincinnati,

with its lower costs and location in the heartland of gear manufacturing America, provides the added advantage of keeping the costs down for both the exhibitors and attendees.

For those in nearby areas, a one-day trip with some of your employees might be one good way to sample the exhibits. The return in knowledge and in employee morale will far outweigh the nominal cost. Courtesy tickets are readily available from Gear Expo exhibitors listed elsewhere in this issue.

An Expo and Conference attended by large numbers of engineers and management will help make the next biennial show even bigger and more fruitful for both the exhibitors and the attendees. Do something for yourself, your employees, your company and the welfare of your industry. Make plans to visit the Gear Expo '87 in early October. We'll see you there.

  
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