

GEAR TECHNOLOGY: THE NEXT TEN YEARS

A little more than ten years ago this month, the first *Gear Technology* came off the presses. It was a fledgling effort in every respect. The gear industry had never had a magazine of its very own before. Those of us involved in its production were like first-time parents; we were proud and excited, but unsure of what we'd let ourselves in for. None of us knew if this baby could really fly.

But it could, and with the help of you, our loyal readers and advertisers, it did.

Now, as we enter our second decade, we have more than 12,000 readers in 65 countries and a strong core of regular advertisers. We've made a lot of changes—we like to think they're improvements—since 1984, but we have never lost sight of our primary goal, which has been to be the central information resource for our readers. We have tried to report on both basics and cutting-edge issues in all aspects of the gear field, to address your questions and concerns and to keep you abreast of what is happening in our industry. That will continue to be our goal.

However, we do face this anniversary with a certain ambivalence. Our July/August 1994 issue was the last one to appear with the name of Peg Short on the masthead. In some respects, Peg has *been Gear Technology* from the very beginning. In the early days, when our office consisted of one desk, it was Peg's. She did everything: wrote and edited copy, sold ads, negotiated with suppliers and authors, laid out the pages and answered the phones. As we grew, it was Peg's clear editorial eye that made sure our i's were dotted, our t's crossed and our editorial focus sharp. Now Peg has moved on to other editorial responsibilities at another publishing company. Thanks, Peg. We'll miss you.

The man who will guide *Gear Technology's* editorial and advertising in the coming years is Jim Spalding. Jim has covered the

machine tool industry for 25 years. In addition to this editorial background, he brings a wealth of marketing and advertising experience to *Gear Technology* and a new perspective to our organization. Stop by and meet Jim at our *Gear Technology* booth (No. N2-7193) at IMTS '94 in September. He'd like your input on how *Gear Technology* can help you do your job better.

New faces and a new decade demand changes. We want to be able to provide you with far more than just "the same old stuff." We will be growing and changing along with you and the industry. But underlying the changes of the coming years will be our continuing commitment to being your information resource for the gear industry. The package may change, but the content, vital information to help you do your job more effectively, economically and successfully, will remain the same.

It's been an exciting ten years for us. We've learned a lot, had a lot of fun and made a lot of good friends—thanks to you. Now we invite you to come along as we begin the next phase of our journey.



PUBLISHER'S PAGE

A handwritten signature in cursive script that reads "Michael Goldstein".

Michael Goldstein,
Editor-in-Chief