



The AGMA Brand

David Ballard, chairman, AGMA

I am well into the second year of my two-year term as chairman of the AGMA. Although our industry has slowed during the economic downturn, AGMA has been able to use the downturn in the economy to move ahead in many facets of our programs that will benefit our members for many years to come. Lately I am gaining a better understanding of how the “brand” of AGMA is viewed by our members and the industries we serve.

AGMA’s brand begins with the standards that we have developed for the gear industry. Since its beginning in 1916, AGMA has been recognized by companies around the world for developing and maintaining the domestic gearing standards for the United States and for leadership in the development of ISO international standards. The AGMA logo that members display on their products, literature and websites represents the design and quality that is behind the gearing standards established by the association. Ultimately this should transcend to the end user, who, upon seeing the logo on products also recognizes the value behind the logo.

As for AGMA, our staff continues to work on educational programs that benefit manufacturers and designers with gearing design, application and failure analysis. We have added a new education manager staff position to develop and coordinate the needed education programs. We have in the works a new Learning Management System (LMS) for our education courses. The content will be indexed on the LMS in three categories: AGMA Online Workforce, AGMA Video Training, and AGMA Webinar Series. Find more on this education portal on

our website (www.agma.org).

AGMA has also traveled abroad to conduct education training seminars. These courses are typically at the request of an international member, but it reflects how AGMA continues to step up to meet the needs of its members globally. Within our industry there is a vast knowledge base that can and should be tapped for educational purposes that benefit the industry and the industries served by the AGMA membership. Through these types of programs, we will increase the brand value of our association and be recognized as a technical resource to the industries served by our members.

There continues to be considerable news about energy efficiency. The United States is mandated to use premium efficient motors in December 2010. Canada will require motors to be premium efficient¹ as of January 2011, and Europe will be mandated to use energy efficient² (IE2) motors beginning June 2011. With so much information in the market focused on motor efficiency, AGMA recognizes the greater efficiency gains when the entire drive (gearing) system is optimized. In an effort to provide technical assistance and application direction, AGMA has formed a technical committee to develop guidance that will assist original equipment manufacturers and end users in evaluating the efficiency of their current power transmission system. This evaluation process will allow the engineer to optimize the gear drive system for maximum energy savings. The committee is working to have this tool available to the general market in the near future. This is a good example of how AGMA is meeting the needs of our industry for tomorrow as well as today.

The voice of the industry drives AGMA’s agenda. I think this is one of the keys to AGMA’s 94 years of service to the industry and one reason the association is respected the world over. The majority of AGMA programs are the result of direct action by members. It is not uncommon for a member to make a suggestion that results in a new or modified association program. Most of our education programs came directly from member suggestions.

Once identified and validated, the AGMA Board acts quickly to develop a solution and to charge the staff with implementing it.

AGMA continues to look ahead at the issues that continue to confront both our domestic and international members. We strive to anticipate members’ needs and provide information that enables informed decision making. Visit our website, www.agma.org, for the latest on our members, industry news and global business trends. And, use your voice. If you know of an area where an industry solution is justified, please let me know. ⚙

¹ Premium efficient motors are currently the highest AC motor efficiency values for general-purpose AC motors. Reference NEMA MG1 table 12-12.

² Energy efficient motor values reference IEC 600034. These values are lower than premium efficient motor values.