

# Guest Editorial

## MISSION: COMPETING TO WIN

Like a lot of people, I grew up seeing the world as fairly flat and believing that everything of importance happened in Texas. As I grew older, my outlook grew to include the United States, Canada, and Mexico. The rest of the world did not seem very important, if it existed at all. Unfortunately, I was not alone in this very narrow view. Many others in the gear business shared this perception.

Today the world is a bigger and meaner place than it appeared when I was growing up. In traveling to other countries for my company and AGMA, I've seen our foreign competition in both the marketplace and their factories. Our European and Asian competitors are tough. They've done their homework, most of it in our own back yard.

These foreign companies have grown to be true competitors in every market. We see their footprints everywhere, as foreign shipments into the U.S. and Canada continue to rise. In some cases, these companies have decided to build, buy, or expand plants in our country. We now have to compete with them toe-to-toe or we stand a good chance of "losing the farm."

AGMA's mission is to assist its members to compete more effectively in today's global market. The Association is doing this in several ways. AGMA's reports keep us better informed about international economics and market trends that have a major impact on our members. Through standards-writing activities, we bring the best technical know-how to both national and international standards. The Fall Technical Meeting, the Gear Manufacturing Symposium, and the Technical Education Seminars help pass along this manufacturing expertise to the gear producers. The AGMA Manufacturer's Self-Certification Program enables us to upgrade our skills and helps assure customers that the best gear expertise in the world is put to work on their projects.

The week of meetings this year in Pittsburgh is where a lot of those efforts come together. The Fall Technical Meeting has grown to a session that truly has an international reputation for excellence. At this meeting, the best design and production gear engineers from around the world share their expertise.

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**JAMES R. PARTRIDGE**, current AGMA president, is Vice President of Lufkin Industries. He is a registered professional engineer and a member of the Texas Society of Professional Engineers. He is currently a Director of AGMA and has served as Treasurer and Senior Vice President of the association. Mr. Partridge is also an active member of the American Petroleum Institute and the Society of Petroleum Engineers. He is a graduate of Texas A&M University.



Just as important is what we can learn on the floor of the Gear Expo in November. This event is not only the largest show dedicated to just the gear industry – it is also the best! There is more of the latest gear machinery and manufacturing knowledge per square foot at the exposition than anywhere else in the world.

Together these two important events in Pittsburgh offer us the chance to see "The Cutting Edge" of our technology – in design, application, and manufacturing. If you are ready to work in the competitive world of today, Gear Expo '89 is the place to obtain the necessary tools.

We can't expect someone else to shield our hides from the competition we face in the market. To furnish the best product and services at a competitive price, we must have the tools to compete, help set the rules of the game, play at our best, and keep track of the score. In Pittsburgh, we have the chance to "get down to it" and individually learn the best way to play to win.

The alternative is not acceptable!

James R. Partridge,  
President, AGMA