

# Smart Ideas for 2016

**For us, 2016 is the year of smart ideas.** Not our smart ideas, but yours. We've spent a lot of effort collecting information from Gear Expo, our State of the Gear Industry annual survey and market research to find out more about what you want from us. We've also taken your suggestions and used them to make improvements, add new features and build on what we've been doing here for 32 years in our role as the Gear Industry's Information Source.

One of the most frequent requests we get is for more focus on back-to-basics type articles. Our industry — and manufacturing in general — is suffering from a loss of talent and expertise. Gear manufacturers need as much education and training as they can get their hands on, so we're doing our part. Much of what we've published over the past three decades has provided the foundation for the education of many of today's gear engineers. There's no reason why it can't continue to be that foundation for the next generation as well.

But they need to know how and where to find the information. You can go to our website and type "basics" in the search box to get access to these articles. But we've also taken it a step further. We've made a permanent spot for our Back to Basics articles right on the home page. We want you to have quick and easy access to this information, whether you are new to the gear industry or just need to brush up on the things you learned years ago. Look for the Back to Basics section on the right-hand side of the home page at [www.geartechnology.com](http://www.geartechnology.com).

To make sure you find what you're looking for, we've spent the last several months going through our articles archive to tag each appropriate article with the right keywords. In addition to the basics articles, we've done the same for many of the other topics that you've told us are of most interest to you. So when you're looking for technical articles on "gear grinding" or "heat treating," you'll have access to the largest searchable database of content in our industry — more than 2,000 articles we've published over the past 32 years.

While on the website, take the time to re-subscribe, using the "subscribe" button on the upper left of the webpage. It just takes a few seconds, gives you the opportunity to send samples to some of your fellow employees and takes care of that necessity for two years.

Another new idea for 2016 can be found in this issue, on page 28. There you'll find the new Manufacturing sMART section.

In most magazines or newspapers, you can turn to the back and find the classified advertising section. Typically it's full of short-term advertisers: Help Wanted, Real Estate, For Sale, etc. In most magazines you'll find the more peripheral advertisers there — the ones whose interest in the publication's market isn't as strong, or the ones who don't have the budget to purchase a larger display advertisement.

*Gear Technology* used to have a classified section, too. But the advertisers there were never peripheral. In fact, many of them are leading suppliers, and they offer products and services that



**Publisher & Editor-in-Chief**  
Michael Goldstein

are extremely important to the gear industry. In many cases, they provide a technology or a niche product you can't find anywhere else.

Until now, these important products and services have been relegated to the back pages of our magazine. It always made sense to us, because that's where magazines put the classified section.

But our classified section never really *was* a classified section.

So we've renamed it the Manufacturing sMART section and moved it to the heart of the magazine. We believe the section's new name better reflects the types of products and services you'll find there. But don't worry. Those important advertisers that used to be in the classifieds are still with us, as are several new advertisers who've joined them. Whether you're perusing the new section or the advertisements in the rest of the magazine, we're confident that you'll find some smart ideas of your own to begin 2016.

But all the smart ideas in the world won't help you unless you have the right people to execute them. Here at *Gear Technology*, we take great pride in the fact that our editorial staff's experience in our industry isn't measured in weeks or months, or even a couple of years. It's measured in decades. Having editors with extensive experience in manufacturing and technology gives us a great advantage when it comes to bringing you the most relevant information on gear manufacturing. In fact, we're pleased to announce the return of Senior Editor Matt Jaster to our staff after a one-year hiatus. Matt, an eight-year gear industry veteran, rejoins Senior Editor Jack McGuinn (10 years in the gear industry), Managing Editor Randy Stott (22 years), and myself (51 years), to give us by far the most experienced staff of editors in our industry. If you have an article idea or news to share with the industry, please don't hesitate to contact any one of us.

Also, if you have any smart ideas you wish we would implement to help you do your job better, we're always looking for ways to improve, so we invite you to share them with us via e-mail at [publisher@geartechnology.com](mailto:publisher@geartechnology.com).