

QUIETLY MOVING MOUNTAINS

A good friend was recently honored at the AGMA Annual Meeting. Marty Woodhouse received the AGMA's Lifetime Achievement Award, and I can't think of anyone more deserving.

Marty's efforts were recognized at the meeting, and he'll no doubt be mentioned in the AGMA's *Gear Industry Journal*. As his impact on the industry has been enormous, I'd like to recognize him here as well for his contribution.

I've known Marty for the better part of 40 years. He started his career at Fuller Transmission, but he's spent most of his professional career—beginning in 1968—as the face of Star Cutter Co. For many years, he has been its VP of sales.

Chances are, if you know Star Cutter, you know Marty. For his entire career, he's tirelessly traveled the world, representing his company at trade shows and on sales calls in Europe, China, India

and Japan. And I'm not just talking about the big shows like IMTS and EMO. Every year, Marty has set up his booth at numerous smaller shows. Year after year after year, Marty has been in a car, on a plane, everywhere.

Many of you who have spent your lives in sales probably feel the same way. But in addition to the dedication he's shown his company, Marty Woodhouse had a vision of how the industry could work better. Through his perseverance and hard work, he's been able to make changes happen for the better. Marty has been a true leader of the gear industry, which is reflected in his dedication to and longtime involvement with the AGMA.

Thirty or forty years ago, the AGMA was a much smaller, more insular group than today, focused almost exclusively on its core membership, the gear manufacturers. Participation in the association by the suppliers was tolerated, but not encouraged. Marty was one of the first suppliers to the gear industry who broke into that club—for the betterment of the industry as a whole, as well as the gear manufacturers themselves.

Marty helped break down doors to get suppliers involved with the standards development process. Today, the machine and tooling people are very much a part of this process—as it should be.

Over the years, Marty has served on a number of decision-making bodies related to the association, including the AGMA board of directors and its executive committee.

But perhaps nowhere has Marty's contribution been more evident than in his involvement with Gear Expo. He has been heavily involved with the planning and execution of Gear Expo since its beginning. Currently, Marty is chairman of the AGMA Trade Show Advisory Council, which helps guide the association in its trade show efforts. Those of you who have been going to the shows over

the years can see how far it's come. In the early days of Gear Expo, the show included just tabletop exhibits, whereas today, it's an internationally recognized exhibition of the finest in gear machine tools and manufacturing technologies. A lot of the transformation of the show had to do with Marty.

In addition to his role in the industry, Marty has always been a good friend to me and to *Gear Technology*. About 22 years ago, I had an idea for an educational magazine specifically for the gear industry. At the time, there were a lot of naysayers who told me that the industry didn't need its own publication. But not Marty. He

saw that what we were trying to do would help the industry, and he stepped up to become *Gear Technology's* very first advertiser. He's been one of our biggest supporters ever since.

I know that Marty will be a little bit embarrassed by all of this attention. He's accomplished much, but he's never been one to toot his own horn. But he richly deserves the recognition for his many years of commitment, dedication and service to the gear industry.

So, Marty, on behalf of *Gear Technology* and the worldwide gear industry, thank you for everything you've done. Your contribution has been enormous, and we wish you continued success.



Michael Goldstein

Michael Goldstein, Publisher & Editor-in-Chief