



Crossroads and Transitions

Part II

The auction has been held. The warehouse is bare. The computers and furniture are being packed, and Cadillac Machinery, the company started by my father in 1950, and of which I was president for more than 25 years, is close to being no more.

Gear Technology and *Power Transmission Engineering* magazines have been sold. They'll now be published by Randall Publications LLC, with me as the sole owner. The end of Phase I is now almost complete.

Questions abound—Why? What happened? What went wrong? Did the market take its toll?

The answers are simple and hopefully understandable and exciting, as I now plan and look forward to Phase II of my career. I enjoy very much what I do, including the people I meet and do business with and the places I go. I love the changes and challenges that have been part of *Gear Technology* magazine and our websites, providing a place where people and companies in our industry can read about the latest knowledge and technology. I'm proud we're able to give you, our readers, a resource on how to do your craft better, faster and at a higher quality, and I'm grateful for the support of our advertisers, who continue to recognize the value of our rifle-shot focus on the worldwide gear community. Although the name of our publishing company has changed, nothing about our dedication to quality and focus on our readers will change.

On the other hand, my involvement in the machinery business is going to change significantly. Unlike my grandfather, who had my father, who in turn had me, there are no heirs to continue the warehouse-style business of Cadillac Machinery that has been so good to my family. I watched often as my grandfather's and father's colleagues worked until they died, leaving their wealth in iron for their widows and children.

Two years ago, I thought I could and should plan better for my family's future.

As I said in my editorial about Phase I, Cadillac Machinery is retiring from the gear machinery business, but Michael Goldstein is not. I'm just evolving to reflect the changes in the marketplace and the place that I'm at in my life. I've created some new companies that should help both suppliers to the industry and gear manufacturers.

First, I'll continue buying and selling gear equipment, tooling and accessories under Goldstein Gear Machinery LLC. Visit my website at www.goldsteingearmachinery.com to learn more.

Second, I will be starting a new marketplace—the Gear Machinery Exchange—for secondhand but first-class machinery. The Gear Machinery Exchange will become the central worldwide marketplace for used gear machines.

In the past, to move from one generation of machine to the next, you often first needed to get a buyer for your machine, both to free up floor space and provide extra capital. In those cases, you often found

a dealer, like Cadillac Machinery or Goldstein Gear Machinery, who would buy it and take it away, at great expense in rigging, transportation, reassembling, running and warehousing, expenses that brought no value to the seller, the dealer or the eventual buyer. The seller got a low price and the buyer paid a high price with much of the difference lost to everyone.

Now, through the Gear Machinery Exchange, you'll be able to expose your future surplus to the world, and the seller can get closer to retail and the buyer can get closer to wholesale. My father would point out that in the '50s and '60s, many of General Motors' ads for Cadillac automobiles were actually for used cars. If the new automobile buyer could get more for his used car, then he could afford to trade in for a new car more often. If you can get more for your used equipment, you can buy the latest technology more often, and the used buyer can buy later, better quality equipment at a lower capital cost. The Gear Machinery Exchange will be offered by Goldstein Gear Machinery and operated in conjunction with my second new company, Gear Machinery Trading LLC. Gear Machinery Trading will act as a broker, but also will be providing gear equipment appraisals and organizing auction sales of gear departments and companies, which require our unique knowledge and mailing list.

The third and final part of Phase II is Gear Machine Repair, a new venture that will be involved with the repair, refurbishing, maintenance and troubleshooting of gear machine tools. My longtime employees, David Gassner and Janusz Lewandowski, have extensive knowledge of gear equipment, and because of nearly 60 years of specializing in this machinery, I have probably the finest library of repair books and operator's manuals at their fingertips. Maintenance is maintenance, but repair of gear machinery is highly specialized and unique, so Gear Machine Repair is for hire (in the Chicagoland area, for now).

I look forward to talking with many of you about all these changes. A great place to do so will be at Gear Expo, which takes place September 15–17 in Indianapolis. We'll be in booth #1241, along with our espresso machine and coffee bar. Stop by and talk over a cup or two.

In the meantime, you can contact us via e-mail at publisher@geartechnology.com, or if you're interested in my new gear machinery ventures, michael@goldsteingearmachinery.com.

Sincerely,

Michael Goldstein
Publisher & Editor-in-Chief