

Go Here. Do This.

Thank you to all of you who have called or e-mailed to congratulate me for receiving the AGMA Distinguished Service Award at the association's annual meeting in March. Your kind words and personal sentiments reaffirm that what we do here at *Gear Technology* matters. Over the years, and especially after receiving this award, I've heard from a lot of people who have told me how important this publication has been to them and their careers.

One of those people was Jim Bregi Jr., newly elected chairman of AGMA's board of directors, who told me he has been reading *Gear Technology* since he was 15 years old. He also stressed how important the publication has been to the industry. Many others have told me they've saved every issue since the very first one, because they represent such a valuable collection of knowledge.

Many of you have told me how you relied on our "Basics" articles as a significant part of your gear industry education. Over the years we've described in detail the various gear manufacturing processes, such as hobbing, shaping, shaving, honing, straight bevel & spiral bevel gearing and the geometry of the hob itself. From 1984 through 1995, we ran those articles in our "Back to Basics" and "Gear Fundamentals" columns. In fact, I've had more than a few requests that we re-run some of those articles, very often from an experienced engineering manager or VP of engineering who wants to pass that knowledge along to the next generation.

The good news is that we don't have to re-run any of them. One of the things I'm most proud of is that we've digitized all of that knowledge, and not just the basics—more than 2,300 articles in total—and we've made them available on our website under the heading "GT LIBRARY." Subscribers and non-subscribers alike can use the library, and you can search it by keyword or subject. This feature alone attracts nearly 11,000 unique visits every month to our website.

But in order to keep providing this free service to the industry, we need your help. We need you to renew your free subscription.

It seems silly, I know, but it really does help. Because you request the magazine, the post office gives us lower postage rates. Your request also gives our advertisers confidence that the magazine is being read by people who are genuinely interested in the subjects we cover.



Publisher & Editor-in-Chief
Michael Goldstein

Just like you, I get requests all the time from various publishers asking me to renew my subscriptions. I get them as cards attached to the magazines, I get them via e-mail, and I get them by telephone. We're all inundated by junk mail, spam and telemarketing. So I get it. The easiest path is often to ignore those requests.

So I have a favor to ask: Go here. Do this.

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If you're already in the system, it can take as little as 30 seconds. And once you renew, we'll leave you alone for at least a year.

Instead of spending our money to have telemarketers call you or send you postcards, we'd rather invest in things that make a difference to you. We'd rather continue providing you with more and better services. With your help, we promise to continue to invest in more and better resources to help you do your job as accurately and efficiently as possible.

Over the next couple of issues, you'll be reading about some unique offerings that we will be providing at Gear Expo in October, including Ask the Expert Live and some more surprises yet to come. We invite you to stop by our booth to say hello and offer any suggestions you might have about how we can do a better job helping you. Or, if you're not coming to Gear Expo, just drop me a note at michael@geartechnology.com.

I and the whole *Gear Technology* staff are here solely to help you find ways to do your job better and make great gears.