

All In for 2021

John Cross, Chairman of the Board, AGMA

As Knute Rockne once said, “When the going gets tough, the tough get going.”

And so it is with AGMA members.

COVID-19 has been as tough an experience as many of the longtime AGMA members I have spoken to have ever seen. I know one 50+ year industry pro who said it plainly: “I have never seen it worse, ever.”

That’s the definition of “when the going gets tough.” Forget the books, articles, and prognosticators, and absolutely ignore the media — I go with good old fashioned experience-defined wisdom to position where we currently are, economically. It’s TOUGH.

And now the tough get going, period.

As AGMA Chair during this period of volatility, I have made it a priority to pivot the organization, assess where we are, and where we need to be, and ensure that our adjustments are 100% supportive of members today, and into the very near future.

I have an important message to deliver to you all — and I need your support to make it happen.

First — AGMA is ALL IN for 2021. We are making Motion+ Power Technology 2021 THE power transmission event of the year. Frankly, after the cancellation of almost every single tradeshow in 2020, and the expected continuation of this through at least

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the first quarter of 2021 — we think AGMA’s largest power transmission event will be the first time that we can get together as an industry.

So, WE ARE ALL IN for 2021 — and we want your leadership when it comes to focusing attention on this event as an exhibitor or as an attendee. Bring your colleagues and customers, and work with the AGMA team to make this a strong, positive event that truly brings us together.

Second — AGMA is ALL IN for DIGITAL CONNECTIONS in 2021.

AGMA now has three divisions — a Technical Division that connects the industry via standards and information sheets via 23 active committees and more

than 400 participants; a Business Division that delivers meetings, education and market intelligence that no one else delivers in the industry; and, since January 2020, a Media Division that connects all of the pieces of what AGMA does via print and online media.

In 2021, AGMA will be directing resources to create synergy between the incredible customer-oriented resources we now have under one umbrella. From printed publications and online newsletters, to blogs, video and curated technical content — AGMA Media is a critical hub of information.

AGMA is ALL IN

- to help you position your company and its products to the right audience
- to ensure your company has the standards it needs to deliver to customers.
- to connect you to education, resources and market intelligence to grow your knowledge and your business.

And now — AGMA is ALL IN to do this digitally.

AGMA believes in its members — and believes in the core mission every single member rallies around: delivering power transmission innovation.

You are going to see AGMA celebrate our industry’s efforts to be “ALL IN” via a series of advertisements, blogs and downstream marketing beginning in the fourth quarter of 2020, and running through 2021.

Frankly, it’s time we all rally together and “get going” as we handle the challenging times we are facing. AGMA is here for you to guide you, support you and provide affordable opportunities.

WE’RE ALL IN — and you should be too.



John Cross
Chairman of the Board, AGMA
President and CTO, ASI Drives