

THE BEST New IDEAS



In the publishing business we thrive on new ideas. We employ creative people who are constantly coming up with new and better ways to serve our readers and website visitors. Often those new ideas turn into fantastic new products—like our e-mail newsletters and product alerts, which have become an important part of how we communicate with you.

But sometimes the best new ideas aren't new at all. They're just old ideas that have been set aside or forgotten. Over the past few months, we think we've come up with a couple that deserve to be rekindled, rejuvenated and reintroduced.

The first is our "Ask the Expert" feature.

Our mission as a publishing company has always been one of education. For almost 30 years, we've helped people in the industry understand the best use of technology through our technical and educational articles. One of the best ways we can help our readers is by tapping into the pool of knowledge embodied by the many experts we've come to know through the years.

On *powertransmission.com* (before we even had a magazine), we used to have a very popular "Ask the Expert" forum. People from around the world would submit questions about bearings, motors, gears, clutches and other mechanical power transmission and motion control topics. We've decided to bring that feature back, both online and in print. Our goal is to take readers' technical questions and submit them to our panel of experts for written responses.

This model has already proven to be a big success over at *Gear Technology* magazine, where we reintroduced "Ask the Expert" a couple of issues ago. So far, we've received overwhelmingly positive feedback from readers who are hungry for this type of hands-on knowledge. I expect the same will be true in *Power Transmission Engineering*.

So beginning now, we're reinstituting "Ask the Expert" on *powertransmission.com*. You'll find a link right on the home page where you can submit your questions. We'll send each question to one or more experts in the field to get the best answer as quickly as possible. Then we'll publish the best questions and answers right here in the magazine.

The second idea whose time has come again is the Buyers Guide. Our website, *powertransmission.com*, was founded in 1997—15 years ago—as a way for buyers of gears, bearings, motors, clutches, couplings and other power transmission components to find suppliers who could meet their needs. Although our mission has grown over the years, that fundamental core purpose remains the same. It's our job to make sure that people looking for components know where to find them.

So we're making a concerted effort to rejuvenate the Buyers Guide at *powertransmission.com*. We want you to know that you can go there to find the most current, relevant, accurate information on suppliers in the industry.

If you *are* a supplier in the industry, you can help us by making sure your listing is current and up-to-date. Now is the time to double-check your company's contact information and make sure you're listed in all the appropriate categories. And if you're *not* listed, it's time to sign up. Listings are free. You can sign up at www.powertransmission.com/getlisted.php.

More importantly, companies listed in the online Buyers Guide at *powertransmission.com* will automatically get included in the printed Buyers Guide, which will appear in our December 2012 issue. We're always looking for ways to make the Buyers Guide more useful and practical. If you have any suggestions, we'd appreciate them. You can send them to me directly at wrs@powertransmission.com.

You never know where that next great idea is going to come from.

Randy Stott,
Managing Editor