



Welcome to the New *AGMA Business Journal*

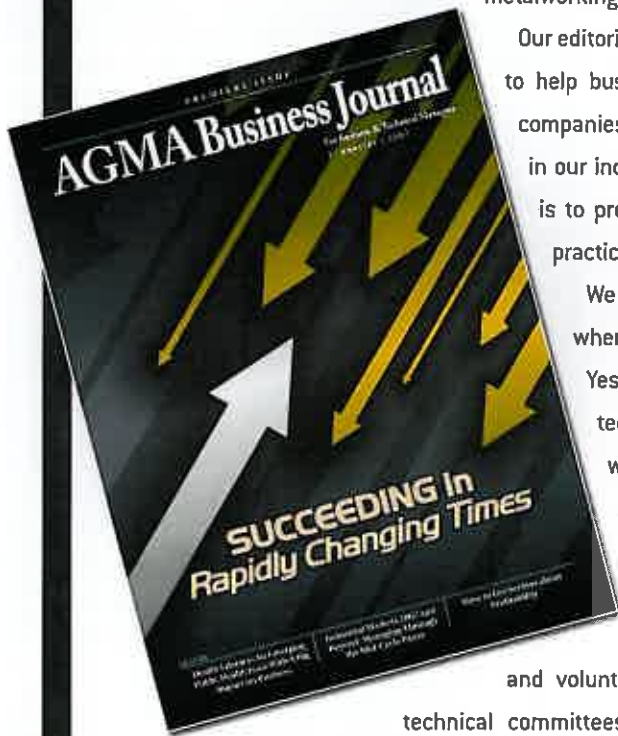
You are holding the first issue of the new AGMA Business Journal. Following an evaluation of our Gear Industry Journal, we decided to refocus the magazine, add new content and partner with seasoned magazine professionals from the metalworking manufacturing industry.

Our editorial purpose continues to provide information to help business and technical managers lead your companies and manage your operations. Competition in our industry is a never-ending pressure. Our goal is to provide compact, readable articles that offer practical information you can use now.

We have been asked, "Why focus on managers when so much of AGMA's strength is technical?" Yes, AGMA is one of the primary sources for technical information in our industry and we will feature that information in the AGMA Business Journal, on www.agma.org and through conferences and other publications.

The fact that several hundred experts and volunteers from industry work through AGMA's technical committees to advance the industry's knowledge-base is a fundamental reason for the Association. But, too often, we hear that valuable information on how we do business, on benchmarks that raise performance for everyone, even some practices transferred from other industries are not freely available. Our objective is to help close this gap.

Beginning with this issue, we are adding a second column on the economy as it directly affects your businesses. Dr. Mike Bradley will continue to provide his insight and forecasts and we



are adding the highly regarded industry analyst, Eli Lustgarten. Eli and Dr. Mike differ in their approaches but together will provide you an excellent snapshot of what's ahead for the industry.

The cost of health care is a major concern for every member of AGMA. (Please keep the pressure on your Congressman; Congress holds the key to solving this national problem.) But, Aileen Kantor's article on Health Literacy introduces a practical way you and your insurance provider can help keep cost down while helping employees get better care. Employees who understand their health provider's instructions use fewer services and return to work quicker. If you have ever been unsure of the instructions your doctor gave you, read Aileen's article.

We are doubling the circulation of the Journal to include firms that, while not AGMA members, have a directly interest in the industry and companies that provide gears, gear boxes, as well as equipment and services that support the industry's production.

Also, we have partnered with Joe DiFranco and his colleagues at GIE Media. Many of you will recall that Joe was Group Publisher of Penton's Machine Design, American Machinist and Tooling & Production before starting GIE Media in 2005. Joe is GIE's Group Publisher, Manufacturing and launched a new Today's Medical Developments focusing on medical manufacturing.

Joe and his team will be helping with production and will represent us as they selling advertising for the Journal.

In addition to this issue, other issues of the AGMA Business Journal will feature the state of the industry's education and training and what we can do about attracting more employees who are ready to work. The fall will focus on the GEAR EXPO and the last issue of the year will report on AGMA's Fall Technical Meeting. □

We welcome your feedback and suggestions. My direct dial number is (703) 938-0050 and e-mail is franklin@agma.org.

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