

# Embracing Change

**Change can be daunting, nerve-wracking or even downright scary.** But when we're faced with change in our lives, it's not the change itself we fear. It's the unknown elements that come with it.

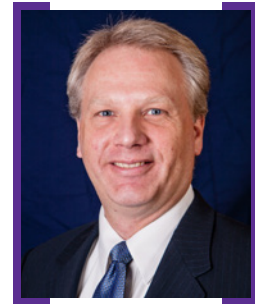
"You don't know what you don't know," a wise man once told me.

He wasn't advising me to accept my ignorance. Rather, he was challenging me to continue learning. Knowledge, after all, is how you overcome the fear associated with change. Understanding all those unknown elements helps you figure out whether to run and hide, stand and fight or watch from the sidelines.

Nowhere is fear of change more clear than when we're faced with new technology, which continues to evolve in ways we never expected—even in mundane fields like mechanical power transmission. When that change has the potential to disrupt or even threaten our business, fear is natural. But when you attack the unknowns, you begin to see how that change might offer benefits and opportunity in addition to its challenges.

I've just returned from the SPS trade show in Nuremberg, Germany, where I had the opportunity to visit with many suppliers of gear drives, motors, bearings, couplings and other mechanical power transmission products. Although the company names are familiar, most of them are no longer the traditional component suppliers you remember. They're evolving with and creating new technology, embedding sensors in their equipment, connecting motion devices to the cloud, and embracing technology. Most of these companies no longer see themselves as providers of components. They see themselves as providers of systems and solutions. You don't really need a gear drive, after all. What you need is so much torque and speed, and the ability to control it.

I learned from R+W about how sensors are being integrated into components to create intelligent couplings. I learned from Schaeffler about the ways plant maintenance is becoming simpler, more robust and better connected through the use of smart components and systems. I saw how NORD has developed an app for monitoring gear drives in industries like agriculture, mining and more. I also saw how Warner Electric is providing contactless monitoring solutions for electric clutches and brakes to create machine intelligence at the component level. I saw a lot more, too, and it all has to do with technology—and change. Stay tuned to these pages, because these and many other stories from SPS will be told in detail over the coming months. We're committed to bringing you the knowledge you need to navigate the technology so you can embrace the changes as they come.



You may have heard, but here at *Power Transmission Engineering*, we're in the midst of some significant change ourselves. Effective January 1, 2020, *Power Transmission Engineering*, along with our sister publication, *Gear Technology*, will become part of the American Gear Manufacturers Association.

Michael Goldstein (that wise man I mentioned earlier) founded *Gear Technology* in 1984, and we began publishing *Power Transmission Engineering* in 2007. When Michael began to think about retirement, he didn't just want to sell the magazines. Instead, he wanted to find a permanent home for our publications that had a similar focus on high-quality technical content, education and service to the industry. Over 35+ years, Michael has instilled those values in us, and I'm confident that the tradition will continue under AGMA.

Besides adding our publications, AGMA is undergoing a transformation in other ways, too, with an eye toward the future and an attitude that embraces change and looks for opportunities for its members and the industry. Their trade show, Gear Expo, became the Motion+Power Technology Expo in 2019. They have a robust emerging technologies initiative, and they've recently become the managers of the American Bearing Manufacturers Association. The association's goal is to be at the center of innovation for power transmission technology.

And that's a pretty good place for us to be, too.

Our transition should be a smooth and easy one. Michael Goldstein will continue providing wisdom in a consulting role over the next year. The rest of our staff will remain the same, and we don't expect you'll notice any difference with regard to the content in our magazines and on our websites. In fact, if anything, we hope you'll notice that we're more closely engaged with the industry than ever. We plan to take full advantage of the connections and insights that our new relationship with AGMA affords, and that should only help to make our content better.

All that considered, we're embracing the change. We hope you do, too.