

Publisher's Notes: Who Can You Trust?

Written by Bill Kiesel
Thursday, 01 January 2009 00:00



Bill Kiesel, Vice President/Publisher

I would have preferred to start out with a cheerier "Happy New Year" message. But, let's face facts: we have a real challenge on our hands. Stock market turmoil, mortgage meltdowns, credit crises, plant closings, crooked investment advisors, you name it, the hits just keep coming.

Over the last few months, as the economic news has gone from incomprehensibly bad to incomprehensibly worse, you've probably wondered, more than once, if you can really trust anyone or anything anymore. I believe that you can, and I offer Applied Technology Publications (ATP) and its brands as examples.

World-class companies don't have knee-jerk reactions to economic conditions. If at all possible, they take advantage of slow times to stay ahead of their competition, by innovating and investing in their products and capitalizing on their reputations and strengths. That's what we are doing at Maintenance Technology. We look at these tough times as an opportunity to grow by building on our 22 years as the number one publication in the "Capacity Assurance" marketplace. By doing so, we'll be able to better serve both our readers and our advertisers during this current downturn, and even more so as the economy rebounds.

- We've added to our editorial staff and are constantly striving to improve content and develop new, value-added print, electronic and educational offerings. Watch for them.
- We are continuing to grow our BPA-audited circulation—despite the high cost to do it—and mailing our publications free of charge to almost 60,000 readers every month.
- We're pulling out all the stops—despite bleak times—in presenting MARTS 2009 to meet your ongoing professional development needs.
- We are working with more leading industry groups than ever, including the Fluid Sealing Association (FSA), Motor Decisions Matter (MDM), Pump Systems Matter (PSM), MIMOSA, ISA, SMRP, ARC and Infraspection, just to name a few. These partnerships (and others in the works) are all focused on providing more and more value for our readers going forward.

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Your interest in/need for capacity assurance solutions doesn't stop based on Wall Street's gyrations. We won't stop supplying that information to you. As for some specific people you can trust to do the job, please refer to the adjacent staff masthead. The individuals on it are working tirelessly to produce the quality publications and products you've come to count on from us. Like me, they greatly appreciate you, readers and advertisers alike, and look forward to delivering for you now and in the better times ahead! **MT**

Best Wishes for 2009!

A handwritten signature in black ink that reads "Bill". The signature is written in a cursive, slightly stylized font with a long, sweeping underline that extends to the left.