

# Time for Change

"It was the best of times, it was the worst of times." This quote from Charles Dickens is one of my favorites, and it seems to be an appropriate way to sum up the current economic and industrial climate.

No one will argue that things are tough right now. Oil prices are soaring. Utility and energy costs are on the rise, forcing many companies to make some difficult decisions. Some say we are in a recession. Some say we are on the brink of major technological evolution. Regardless, things are definitely changing in our industry. We are seeing change in how we produce materials, in how we spend money and use our resources, and in our awareness.

Change is hard, but in this case, it isn't necessarily a bad thing. In the fluid power industry, we are seeing many companies thrive as they use these economic challenges to find better technology to the way we live, operate and do business. This is seen in the increasing use of "green" alternatives, automotive hybrids and more energy-efficient systems, just to name a few examples. These groundbreaking companies and projects are backed by organizations that are committed

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to the research needed to get us through this economic downturn and come out stronger and better than ever.

At *Fluid Power Journal*, we are committed to following and reporting the changes that are happening as a result of this transformation. In order to do that, we need to know how companies out there are coping.

That's where you, our readers, come in.

We want to hear from you. Tell us what is going on at your company. Has the current economic climate changed how

you do business? If so, in what way? What plans or steps have you taken to prepare for the future?

Submit your comments to me at [kcoblitz@fluidpowerjournal.com](mailto:kcoblitz@fluidpowerjournal.com). We will publish the results in an upcoming issue.

This is a call for action--a way to share ideas, become more educated, and even make some predictions for the months to come. Learning from each other and joining together as an industry will be the key to our success and evolution. Together we can make a brighter future.

I look forward to hearing from you.



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