

Times they are a changin'

What an old cliché — “times they are a changin’” — but take a look around and you better believe it, truly they are. Who would have ever thought gasoline would rise to over \$3.50 per gallon so quickly? How about E-85 fuel, would you have ever believed that a race sanctioning body would mandate it as its fuel? 700 hp out of an inline four cylinder and the sport compact explosion ... NASCAR’s truck series and the “Car of Tomorrow” ... and what about high-performance diesel engines drag racing — who would have ever thought this?

Well, enough fun. I point out change because it’s inevitable. And I am proud to showcase the Engine Builders Association’s (AERA) new magazine “Engine Professional” and proud to show our industry that we can change, too. Engine Professional (EP) magazine replaces AERA’s monthly newsletter “ShopTalk” but has over tripled in size and will be distributed quarterly to over 15,000 engine professionals throughout the United States, as well as 40 other countries around the world. This new and exciting publication will be “application driven,” meaning, we will write about specific applications—both technical and business related—with useful, timely information that you can rely on to help your business thrive.

The engine building industry has always relied on AERA to deliver technical information that was not available anyplace else. Now, we’ll have a tool to deliver more in-depth information for the betterment of the entire industry. Our name is Engine Professional and we won’t take the word ‘professional’ lightly. You, our readers, are engine professionals. Your standards are at the highest level—and that’s exactly who our writers and contributors will be—qualified professionals and industry leaders bringing you timely and pertinent

information you can use to help your business today.

Expanding our publication will be great for everyone involved. It allows us to offer cost effective national and international advertising at rates only an association could provide. Advertisers deserve value for their support and EP will deliver. We look forward to making Engine Professional magazine a huge success for both readers and advertisers.

We sincerely hope you like our first issue, and look forward to your comments and suggestions. Remember, we do embrace change and are committed to help you and your business thrive.

Please feel free to contact me any time. As always, good profitable selling! ■



Jim Rickoff is the Associate Editor of *Engine Professional* magazine and AERA’s marketing consultant. If you have any questions, comments or concerns, please call 507-457-8975 or e-mail: jrickoff@ridge-runner.com

AERA headquarters relocates

New office is streamlined, more efficient

January of 2008 brought about a new location for the headquarters of AERA. At the beginning of this year, AERA has moved a little further West to the city of Crystal Lake, Illinois. Our previous location in Buffalo Grove had 13,000 square feet of office and warehouse space that just wasn’t needed anymore since we began outsourcing our printing and warehouse operations. This outsourcing has proved to be very cost beneficial to the association and has allowed us to save even more with a facility that is sized to fit our current operations.

Our new facility has 3,000 square feet of office space and is located about 30 miles West of the previous headquarters.

Office hours are Monday through Friday, 8:00 am – 4:30 pm CST.

Phone, fax and e-mail addresses will remain the same.

Our new address is:

AERA
500 Coventry Lane
Suite 180
Crystal Lake, IL 60014

