

## FROM THE PUBLISHER

BY JOHN GOODMAN, AERA PRESIDENT

# A critical eye to highly profitable machining opportunities

This edition of *Engine Professional* (EP) was one of the more difficult to put together mainly due to the sheer size of content choices. Niche markets and business opportunities for an engine machine shop turn out to be greater than originally thought. Often, we become mired in the day-to-day activity of running a shop business and spend little time thinking about what other work we can create with equipment and tools we already have. Much passed discussion has taken place in this area of niche business but have many shops actually looked closely at these opportunities?

The greatest reason I hear about not moving closer to specialty shop work is lack of tools and skills to accomplish these tasks accurately and reliably. One such problem is marine power head cylinder boring and honing. It is a blind-hole machining issue that few shops feel they can address with equipment they already have. But this very same work is being done in shops with tools and equipment just like yours. What is lacking? The knowledge of how it is done. Granted, blind-hole boring and machining is different (notice I did not say more difficult) than boring an open ended cylinder

but time to do this machining procedure is about the same once you know how. Are the two machining operations priced the same? Not from what we hear. Boring and honing a blind-hole cylinder can bring two times to three times the price of a standard, open ended cylinder job. Shops we polled on this subject felt it wasn't really necessary to be in a water region of the world. People buy boats and water sport equipment for vacations and often don't live near a lake or river.

OK, not every shop wants to do marine work and marine is not the focus of this issue. You will be reading about many different possibilities like motorcycle engines, unique small displacement and stationary engines, specialized coatings and how to service or renew them and other important shop considerations. Along with technical aspects of EP, we want you to be the best business person you can be so attention will be paid to better business practices and the positive attitude that permeates and precedes them. I am sure there will be a little something for every shop in this issue and it is my hope that after reading it cover to cover, you find a

pearl that betters your business. These high value machining jobs are out there if you are willing to accept them but like anything of value, it takes work and maybe a little creativity. The best to you all and by all means enjoy this issue of *Engine Professional* magazine. ■



Prior to becoming president of AERA, John Goodman was director of the Advanced Technology Center (ATC) for Micromatic-Textron. The ATC focused on manufacturing honing solutions and studies for OEM engine manufacturers. Testing of traditional and unique honing abrasive systems, coolants, fixtures, tools and software were primary responsibilities of the ATC lab.