

*Letter to the Editor:*

For the past several years, each month it has been an honor to contribute several feature articles to Manufacturing Outlook. Want to take a moment and express why this publication is so critical and distinct from other industrial media outlets. Since founding the Manufacturing Media Consortium in 1999 we now have more than 9000 members from editors, freelancers, economics, and content creators.

What is most exciting about this publication is its forward-looking approach. So many media outlets are looking in the rearview mirror at what happened last month, last quarter, or last year. It does not necessarily provide any insight, anticipation, or prognostication of what's next. Manufacturing Outlook is different. The emphasis is the outlook for the next big thing, whether geographic trends (covering Africa, for example) or technology trends (such as B2C eCommerce for manufacturers). As a journalist who authors more than 1000 feature articles every year for publications globally, it is such a joy to connect the dots of what is happening now and how it portends what is coming in the near and distant future.

It would be easy to write about all the bad news, from labor shortages to supply chain disruption. In fairness, I do write those articles as well. The problems today represent an opportunity to reimagine, reconsider, and reinvent how the industrial sector can best address and answer the riddle of what's next.

To the readers, sponsors, and team at Jacket Media, it is a privilege and I look forward to sharing insights, perspectives, and thought leadership for many more years.

Thomas R. Cutler



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