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1968 NATIONAL S.A.V.E. CONFERENCE

ATLANTA, GEORGIA

MARCH 10, 1977

Hi Larry

I THOUGHT YOU MAY BE INTERESTED
IN THE ATTACHED CORRESPONDENCE ON THE
SOCIETY NAME CONSIDERATIONS.

THIS HAS BEEN OF SERIOUS CONCERN TO ME
FOR QUITE A WHILE, PARTICULARLY SINCE YOUR OPENING
REMARKS @ OUR SEPT. BOARD MEETING. MY
APPROACH & THOUGHT PROCESS IS PRESENTED IN
THE LETTER TO JIMMIE CARTER dated 2-18-77. HE
IN TURN SENT IT OUT TO THE BOARD 3-1-77.

MOST FEEDBACK TO DATE HAS BEEN
AGAINST A CHANGE, WITH NO PARTICULAR REASONS
TO SUPPORT SUCH A POSITION - JUST, DON'T CHANGE. -
HOW DO YOU FEEL ABOUT MY PROPOSAL? I REALLY
SEEK YOUR HONEST, MOST VALUED OPINION.

FAFNIR
BEARINGS

THANKS

Smitty



Society of American Value Engineers

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Jimmie L. Carter
National President

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Greenville, Texas 75401
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Ext. 6491, 6492

March 1, 1977

To: SAVE National Officers, Board of Directors

Subject: Society Name

Greetings:

I invite your attention to the enclosed communication on the subject of our Society image to the outside world. This subject is extremely timely and worthy of our immediate attention and action.

We have had many discussions concerning the name of our Society, in addition to at least two formal efforts at the National level in the past 10 years to consider a name change. Unfortunately, built-in emotions prevailed and we retained our original identity. During the same period of time, we have continually struggled with the problem of declining membership or sustaining a constant low level of total membership. My recent discussions with members of Industry and Military Management have convinced me that our current name is restrictive to growth in members and acceptance by the Industrial World and Government.

Unfortunately, the term "Value Engineering" generates distasteful memories in the minds of many individuals within the Department of Defense. Industry segments and registered Professional Engineers continually question our credentials in the use of the word "Engineers" in our name. From the membership viewpoint, "Engineers" is restrictive, yet we are not really a Society primarily of engineers. Many members and potential members are not engineers, many are also not full-time value analysts or value engineers, many leave SAVE because they have been "promoted out of VE."

On the positive side, the name "Value Resource Institute" is forward looking, open ended, represents many organizational facets, and makes a place for current and potential members concerned with all aspects of value, whether it be engineering, management, analysis, purchasing, teaching, software, or administration. I encourage you to vote in favor of the proposed action for submittal to the SAVE members as a significant step to increased acceptance of our value technology and open the doors to expanded membership roles.

Sincerely,

Jimmie L. Carter
Jimmie L. Carter
National President

Attach....



Society of American Value Engineers

C.P. Smith
Executive Director

6115 Lake Placid Drive
Dallas, Texas 75232
Office: (214) 266-5519

18 February 1977

TO: Jimmie Carter, President

SUBJECT: "How Do We Identify To The Public?"

In our continuing efforts to increase the sphere of influence of the Society of American Value Engineers, and to significantly increase the membership in SAVE, we must ask ourselves the question, "How Do We Identify To The Public?" Our first identity is through the name of our organization.

The heritage of our organization really is found in the procurement community as value analysis, followed by the military as value engineering. Thus, very early in our history, names were being used to identify with functional organizations wherein value was being applied. The Society was originally chartered as the Society of American Value Engineers. As we matured, our official identity as engineers has been restrictive to our efforts for broader applications of value technology and for a broader base of membership. Specifically, the word "Engineers" in our identity, connotes an expert engineering technical approach which is not truly representative of many facets of value applications and diverse job functions of a multitude of potential members. The same restrictive atmosphere prevails if words such as management, analysis, technician, specialist, or technology are considered in our identity. Pure and simple, we are not basically an "engineering" organization.

What then, are we? The Constitution states in Article II- "OBJECTIVE"-- "an organization for the advancement of knowledge and application of, and education in, the principles of Value Engineering/Analysis." Our public identity should support that primary objective. To accomplish this, let us consider definitions. First, our Society is looked upon as a source of information or expertise (in value), defined as RESOURCE. Secondly, our Society is an organization for the promotion of a cause (value applications), defined as INSTITUTE. Third, the entire cause is dedicated to the lowest cost to reliably perform a necessary function, defined as VALUE.

Now, take those three definitions, arrange them in a manner to support our Constitutional Objective, and our "Identity to the Public" = VALUE RESOURCE INSTITUTE. I submit this proposal for Board approval as a name change to be ratified by the membership, VALUE RESOURCE INSTITUTE.

Respectfully,

C. P. Smith