

# IBAM

(Institute of Business Administration & Management)  
THE SOCIETY OF JAPANESE VALUE ENGINEERS (SJVE)

RECEIVED PURCHASING SEP 22 '72

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File Ref: SJVE Conference '72

September 18, 1972

Mr. Burke B. Cochran, Jr.  
Director, Value Analysis  
Continental Airlines  
Los Angeles International Airport  
Los Angeles, California 90009  
U.S.A.

Dear Mr. Cochran, Jr.,

Thanks for your cable reply. Your confirmation is encouraging to us all. I have just received a cable from Mr. C.P. Smith that he cannot come.

I hasten to reply to you in regard to your inquiry about inexpensive hotels by enclosing a list of hotels in Tokyo. Please note that:

1. Your impression of a good hotel would depend not only on cost, convenience and environment but also such factors as meals, service, communication, etc. I can only recommend you that you closely review the enclosed "Tokyo hotel information" sheet for selection.
2. Then, please show your preferred hotels to your travel agent who would make necessary reservation for you. I think this would be better rather than my making reservations for you, but if you wish me to do so, I shall be pleased to help you in this aspect.

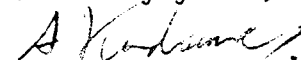
Today I also received a letter from Commander Rossman, saying that his approval had just come. In my next letter, I should be able to tell you about the detail program of the conference. At this moment, however, I am thinking of arranging a series of small "English-speaking" sessions for you American visitors and a few interested Japanese members (preferably English-speaking). I anticipate that all domestic speakers would be making their lectures in Japanese. There would also be a SAVE/SJVE panel on some general VA/VE subjects.

Mr. Miles has written me about his planned schedule extending from October 19th through November 10th all scheduled in this country, and several Japanese companies are willing to accept him as a speaker/visitor with their main offices and/or plants during his stay. Please send your detailed schedule plan at your earliest convenience.

I would like to take the liberty of sending a photocopy of this reply letter (and enclosure), to the gentlemen named in this letter as well as concerned SJVE members, since this reflects the most latest "progress" of the SAVE/SJVE Joint Conference of the year.

Thanking again for your cooperation.


Sincerely yours,

  
Akira Kodama, Secretary General  
SJVE

PS to Letter of September 18, 1972 to Mr. Burke Cochran (A. Kodama, SJVE)

P.S.: I'd like you to know that our National Conference for this year will be presided by Mr. Ichiro Uyeno, Chairman of the Board, IBAM. A Babson College, Massachusetts, graduate, Mr. Uyeno teaches business administration and is on several management/ industrial committees of the Japanese government. Mr. Uyeno is looking forward to meeting you as one of the distinguished guests to the Conference.

I understand the Continental runs a Tokyo office near the Palace (Telephone: 03-214-2621). Should you be contacting them when you comes here, I'd like to have someone's name, if you don't mind, as a possible "contact person" just in case we need their help. Thanks.

A handwritten signature in black ink, appearing to be 'A. Kodama', written in a cursive style.

1 Akabara 216, Akabara 2 chome, Minato ku	507 0451
2 Akabara Prince - 1, Kencho, Chiyoda ku	262 5151
3 Akabara Tokyu - 14 3, Nagata cho 2 chome, Chiyoda-ku	580 2311
4 Dai-ichi - 26, Shimbashi 1 chome, Minato ku	501 4411
5 Diamond - 25, Irihara cho, Chiyoda ku	263 2211
6 Daumont - 1 17, Kudan Minami 2 chome, Chiyoda-ku	262 1151
7 Ginza Tokyu - 15 9, Ginza 5 chome, Chio ku	541 2411
8 Haneda Tokyu - 1591, Suzukicho, Haneda, Ota-ku	742 3111
9 Imperial - 1 1, Uchisawai-cho, Chiyoda ku	541 3111
10 Kepon - 1 39, Yoyogi, Shibuya ku	370 3333
11 Kwa-ri-aku - 2 26, Toyotama-kami, Nerima-ku	991 1106
12 Kokusai Kanko - 1 1, Marunouchi, Chiyoda-ku	231 3181
13 Marunouchi - 1 1, Marunouchi, Chiyoda-ku	241 2274
14 New Japan - 13 8, Nagata cho 2 chome, Chiyoda-ku	581 5511
15 New Otani - 4, Kojicho, Chiyoda ku	265 1111
16 Nikkatei - 1 1, Yuraku-cho, Chiyoda-ku	213 3251
17 Nikko - 8 1, Nishi Ginza, Chuo-ku	571 4911
18 Okawa - 3, Anicho, Akasaka, Minato-ku	502 0111
19 Palace - 1 10, Marunouchi, Chiyoda-ku	211 5211
20 Sekino - R 503, Kamimeguro, Meguro-ku	463 7191
21 Shiba Park - 3, 6 gochi, Shiba Park, Minato-ku	433 4131
22 Shibusya Sakitei - 1 7, Shoto-cho, Shibuya-ku	467 7191
23 Shibusya Station - 83, Maruyama-cho, Shibuya-ku	463 6661
24 Takanawa - 1 17, Takanawa 2 chome, Minato-ku	443 9251
25 Takanawa Prince - 13 1, Takanawa 3 chome, Minato-ku	443 5311
26 Tokyo - 17 8, Takanawa 2 chome, Minato-ku	447 5771
27 Tokyo Air Terminal - 2 3, Haneda, Ota-ku	742 1111
28 Tokyo Hilton - 3 10, Nagata-cho 2 chome, Chiyoda-ku	581 4511
29 Tokyo Grand - 1 7, Kasumigasaki 3 chome, Chiyoda-ku	581 0451
30 Tokyo Prince - 3, Shiba Park, Minato-ku	434 4221
31 Tokyo Station - 2 1, Marunouchi, Chiyoda-ku	231 2511
32 Tochi Center - 2 6, Hirekawa-cho, Chiyoda-ku	265 8211

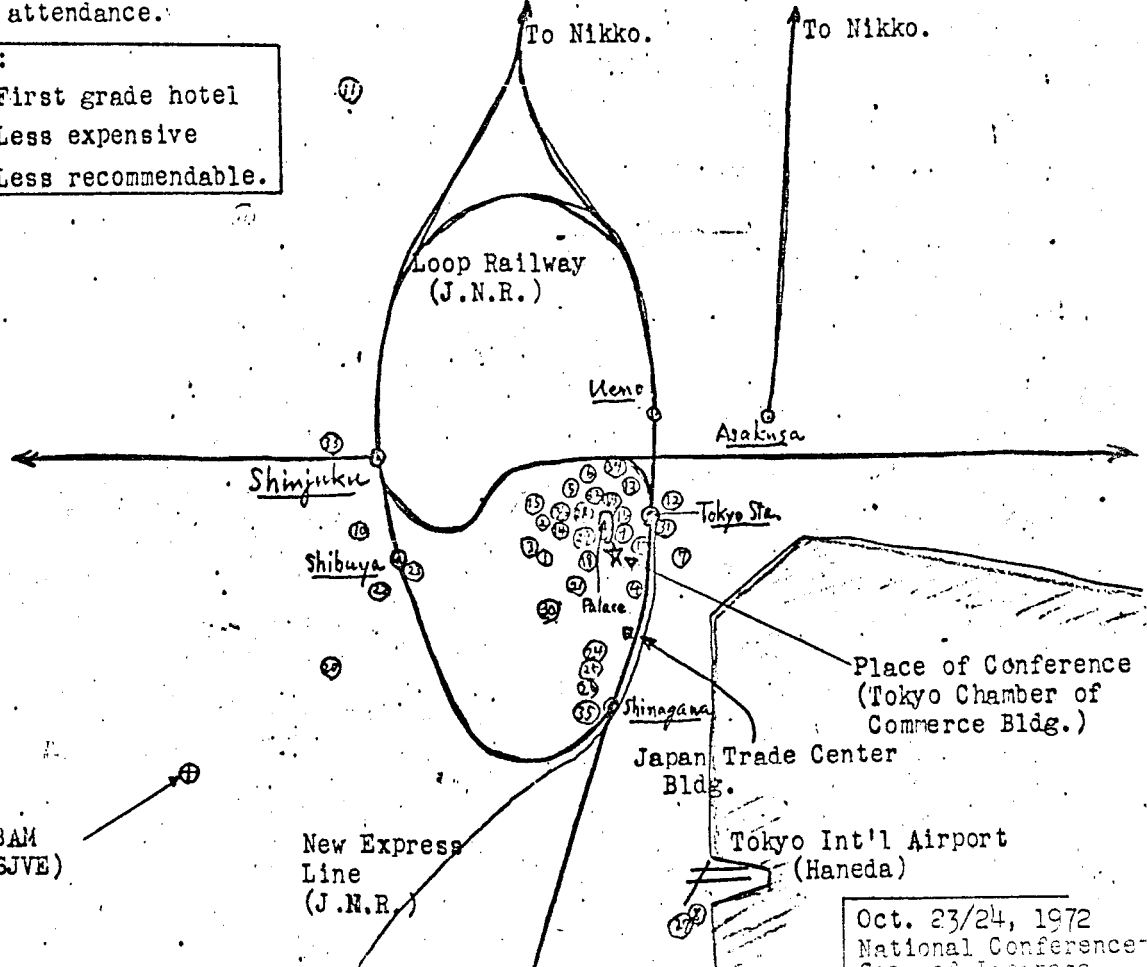
Additional(new):

Keio Plaza Hotel	344-0111	32
Grand Palace Hotel	264-1111	33 AZ
Hotel Pacific	445-0521	34 A
Sanno Hotel (US military)	581-6471	35 A

NOTE: Unless otherwise desired, hotels in Yokohama and other suburban cities may be less convenient for conference attendance.

Legend:

- 'A' First grade hotel
- 'B' Less expensive
- 'Z' Less recommendable.



HOTELS IN TOKYO

Oct. 23/24, 1972  
National Conference