



C. W. (Smokey) Doyle, Past President, and R. L. Crouse, current President of the Society, exchanged greetings at the National Conference in San Diego. They share the spotlight again when they form the faculty team at the forthcoming value engineering workshop at the University of Wisconsin.

National Board Appoints 18 To Top Offices

THE NATIONAL BOARD of Directors, meeting in Atlanta May 28-29, confirmed the appointment of eighteen members to national office and moved rapidly on a number of pressing items before the Society.

Here are the highlights of that meeting:

- C. W. (Smokey) Doyle, Chairman of the Executive Council, was appointed task force leader to investigate all aspects of the SAVE JOURNAL, including advertising, possibility of going monthly, and use of a commercial editor-publisher. Doyle is to make a report of his findings at the Nov. 10 Board meeting.

- Thomas Cook, Chicago Chapter, was appointed Chairman of the National Nominating Committee. Other National Directors appointed were David M. Cooper, Library and Referral Services; Robert Bidwell, Chairman, Editorial Review Board; Walter Bayne, National Historian; Ted Tammearu, Inter-Chapter Information Flow; all reporting to Vice President for Communications, William B. Dean, who will also serve as Acting Managing Editor, SAVE JOURNAL;

Also, Raymond Gilbert, Educational Material; William Nelson, Commercial Applications; Maurice Gelpi, College Relations; Robert E. Camron, Inter-Society Relations; Percy A. Coomber, Ethics; and Donald J. Madden, Municipal and State Government Relations, all reporting to Carlos Fallon, Vice President for Professional Development;

Also, Richard E. Manelis, Insurance Program (a new position); and Irvin Leshner, Technical Programs, both reporting to Stephen J. Holland, National Treasurer;

Also, Walter Pritchard, Chapter Programs and Development; Ronald Becker, Officer Development; Arthur Wojtowicz, Chapter Awards; Marvin Wasserman, Membership; and Albert Matuschak, Honors and

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University of Wisconsin Hosts Annual VE Workshop August 4-8

THE FIFTH ANNUAL WORKSHOP in value engineering will be conducted August 4-8 at the Wisconsin Center, University of Wisconsin, Madison.

The workshop, which is sponsored by SAVE, is designed to provide participants with the theory and practical knowledge of value analysis and value engineering. There will be a special emphasis on the commercial application of value engineering techniques.

Enrollment fee is \$250 for non-members of SAVE; \$225 for members. The nonmember fee includes a year's membership in the Society plus all session materials, manual, and luncheon.

Workshop Coordinator is Professor Fred Schwarz, representative for value programs at the Management Institute of the University of Wisconsin, and former Vice President of SAVE.

Faculty for the workshop includes R. L. Crouse, Manager of

Value and Industrial Engineering, Honeywell, Inc., Minneapolis, Minn., and SAVE National President; and C. W. (Smokey) Doyle, Corporate Director of Value Control, General Dynamics, Ft. Worth, and Past President of SAVE. Guest speaker will be Edwin V. McGuire, Manager of Value Engineering, Ford Motor Company, Detroit.

According to Coordinator Schwarz, the workshop will apply value engineering tools and techniques to current products provided by the participating companies. Each participant (or company team) will be invited to provide a product or service with supporting data. The teams will apply the value approach to these products or services during the workshop.

Each participant will also be provided with an instructor's manual and material to conduct a similar program in his own company.

Most SAVE members should have enrollment forms by now.

COMMUNICATION FROM YOUR PRESIDENT

Your administration, which took office at the annual conference in San Diego in April, will report to you on an interim basis in the "COMMUNICATIONS" and the "JOURNAL" on program activities with which you charged us. At the end of the year we will present to the annual business meeting a status report of the achievements versus goals and objectives for the total national organization.

You have personal and individual responsibilities as well as assigning some to your elected administration. One of your responsibilities is to pay dues. It could be that some of you feel that that is your only responsibility in this Society. I hope that an accusation of this kind, relegating you to spectator status, raises the hackles of every member in this Society.

Beyond dues it is your responsibility to elect local, grass-root chapter officers each year. If we are to communicate between chapters and between the National organization and the chapters, it is necessary that we have an up-to-date listing of all local elected officers in the National Business Office. Will you see that this listing of officers is transmitted, at once, to the National Business Office, making sure that their proper addresses are listed against the individual people?

You, the members, are the Society. It is your responsibility to each other and to yourselves to see that there are programs and chapter activities that will help you and other members both in the techniques and methodology of value engineering and in the application of these techniques and methodology in the organizations where you earn your living. New, different, and successful *applications* of value engineering should be written up and relayed to Bill Dean, Vice President for Communications. Bill will relay this information to all chapters, and hopefully to the individual members to avoid wasted efforts like re-inventing the wheel.

You have a further responsibility to see that value engineering is successfully applied to a greater extent than ever before. It is your responsibility, during the quiet summer when most chapters are in a state of suspended animation, to write and lay the ground work to have written, papers for presentation at the Dallas/Fort Worth Conference, in April, 1970. I *challenge you* members TO OVERWHELM THE PAPERS COMMITTEE for the Fort Worth/Dallas conference.

Our efforts are to increase the implementation of value engineering results into devices, systems, procedures and processes. We must have line people help us by explaining, telling, extolling, urging and demanding "how" value engineering people should present recommendations that can be used in their areas of responsibility. This challenge is to get line operating people in your organization to prepare such a paper for presentation at the National Conference. Their opinions of how and what value engineering programs should produce to best help them and to best gain their acceptance with implementation of changes is what we need desperately to know. The line people need acceptably recommended changes for cost improvement in the terrific competitive and profit battles they face.

I have made a list of ten line operating people, by name, in my organization that I will approach within the next weeks, asking them to prepare such a paper and presentation. These people are in the areas of design, procurement, production operations, production engineering, and manufacturing (machine shop). I suggest that you make a similar list in your operations and follow through with this request. Try a "marketeer" first; he might thoroughly enjoy telling the value engineering clan what help he wants from us to make his efforts more successful.

Submit 300-500 word abstracts of proposed papers for review and selection by 8 September 1969 to: Mr. Q. Rand Creasy, Technical Committee Chairman, SAVE, P. O. Box 9528, Fort Worth, Texas 76107.

R. L. Crouse
NATIONAL PRESIDENT

SAVE

Communications

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National Board Names

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Awards, all reporting to Morgan D. Roderick, Vice President for Administration.

- There are eight official SAVE manuals — National Organization Manual and Directory; National and Regional Conference Manual; National and Regional Nominations and Election Manual; Chapter Boundaries Manual; Chapter Programs Manual; Chapter Effectiveness and Awards Manual; Individual Honors and Awards Manual; and the Chapter Expansion Manual (which is distributed only on request).

- The operating procedures were approved for the Executive Secretary, listing responsibilities and limitations of authority in conducting the affairs of the Society.

- Jim Bomberger, National Director, Constitution and Bylaws, submitted a series of recommended modifications to the Constitution. Most of the changes are minor in nature, but five of them will be submitted by ballot to the voting membership.

- Bill Dean, Vice President for Communications recommended that the Society not enter into an agreement to publish the SAVE JOURNAL with Pergammon Press.

Twin Cities Elects Ives

ROLLIE IVES has been elected President of the Twin Cities Chapter for the 1969-70 administrative year. Elected to serve with him are Vice President — Jim MacIntyre, Secretary—Dick Kalar, and Treasurer—Bill Shirley.

Board members are Art Hawes, Bill Dean, John Steinmetz, Ted Tammearu and Al Holm.

Dean Reports Policy Changes On Journal

W. B. DEAN, VICE PRESIDENT FOR COMMUNICATIONS, has announced the following policy changes intended to enhance the quality and professionalism of the Society's magazine, "The Journal of Value Engineering."

- The JOURNAL will be published quarterly and on time beginning with the Fall issue, which will be mailed by September 1.

- Each issue will feature a theme which will give authors exposure in their special fields of experience. The Fall issue will explore *Value Engineering in Defense*. The Winter issue will feature the very lucrative field of *Commercial Applications of Value Engineering*, and the Spring issue will focus on *VE in the Building Trades*.

- Submit articles for consideration to Robert Bidwell, Chairman of the Editorial Review Board, DoD Value Engineering Services Office, 8D376 Cameron Station, Alexandria, Va. 22314, at least 90 days prior to publication date.

- Because of added color, art work, format and other features, all adding to the expense of publication, the Society can no longer furnish copies of the JOURNAL to affiliate members without cost. Accordingly, \$5.00 per year has been set as a special subscription rate for affiliate members only. To assure continuation of their subscription after the September 1 issue, affiliate members must return the subscription form below to the National Business Office along with a \$5.00 remittance.

Chapter News Across the Nation

Twin Cities Chapter

ONE OF THE STRONGEST programs for a local chapter is outlined in the current issue of this Chapter's newsletter by newly elected Chapter President Rollie Ives. In his "message" Ives sets forth the following goals:

- 1) Win the Chapter Effectiveness Award for 1969;
- 2) improve all program meetings;
- 3) give every member a job, since "a working Chapter is a strong Chapter;"
- 4) develop at least one project to help others;
- 5) conduct a VE orientation seminar and a military (DCAS) seminar;
- 6) strive for at least a 20 percent net increase in membership and establish one new chapter; and
- 7) take a new approach to the matter of money—both income and expenditures.

According to Ives, "that's a start."

The June meeting of the Chapter was scheduled to be a tour of the Northwestern Bell facilities.

San Diego Chapter

THE ANNUAL SOCIAL EVENT of the year was scheduled as the June activity, including installation of new officers, recognition of new members and the presentation of Chapter awards.

Florida Chapters

THERE WAS A JOINT MEETING of the Florida Sunshine and Florida Everglades Chapters on May 24 which included a banquet, installation of new officers for both Chapters, presentation of Chapter awards, and a speech by Frank J. Johnson, SAVE Executive Secretary. This is the third time that

the two Chapters have held an annual "end-of-the-season" dinner meeting.

Connecticut River Valley Chapter

CONGRATULATIONS ARE IN ORDER to Chandler Evans Control Systems Division of Colt Industries for being the first Connecticut Industrial organization to become a corporate member of SAVE.

Vincent C. Riva, immediate Past President, was the speaker at the Electric Boat Division of General Dynamics on "Motivating People in a Value Engineering Climate." Riva has recently been active in speaking on value engineering before a number of industrial organizations and at a DOD VE training program.

Detroit Chapter

A NUMBER OF CHAPTER MEMBERS were dinner guests of the Japanese value engineering group during their visit to Detroit in April, just prior to the National Conference. The Japanese toured AC Spark Plug, Buick assembly operations, and the Sloan Museum of Transportation the first day, and the Chrysler Plymouth Lynch Road assembly plant and the Ford Rouge steel mill and assembly plant the second day. Chapter members who participated were Frank Clark, Dick Park, Ron Harris, Horton Matthews, and John Gagnon.

Wives of the Chapter members have organized and plan to hold four events next year to help members and their families become better acquainted. There was a family picnic planned for early June.

AFFILIATE MEMBER SUBSCRIPTION FORM FOR SAVE JOURNAL

Mail to:
SAVE
National Business Office
Windy Hill, Suite A-1
1741 Roswell Street
Smyrna, Georgia 30080

Make checks payable to
SAVE

Gentlemen:

As an Affiliate SAVE member please enter my subscription to the JOURNAL OF VALUE ENGINEERING for one year beginning with the December 1969 (Winter) issue. I understand I will continue to receive copies through the September (Fall) issue without charge.

NAME _____ Membership No. _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____



Frank Clark

Detroit Elects Frank Clark

FRANK CLARK, value engineering manager for Ford Tractor Operations, Ford Motor Company, has been elected President of the Detroit Chapter for the 1969-70 administrative year.

Other officers elected to serve with him include Vice President C. F. Sheufelt, Industrial Engineer, AMSTA-EE US ATACOM; Secretary — J. Horton Matthews, Development Engineer, Multifastener Corporation; and Treasurer — William J. Banfield, Senior Design Engineer, Product Planning and Development Staff, Chrysler Corporation.

Directors elected are Richard J. Park, Manager, Value Control, Product Planning and Development Staff, Chrysler Corporation; John C. Gagnon, Manager, Value Engineering, American Paper Bottle Company; Edwin V. McGuire, Manager, Value Engineering, Tractor Operations, Ford Motor Company; Rodney A. Natho, Project Managing Engineer, Product Planning and Development Staff, Chrysler Corporation; Bert S. Francis, Consultant, Bert Francis & Associates; and Edwin C. Bintz, American Standard Controls Division, American Standard Corporation.

Five Constitutional Amendments To be Submitted to Membership

FIVE PROPOSED AMENDMENTS TO THE Constitution of the Society will be submitted soon to the voting membership for ratification. Briefly, these amendments would cover:

• Article IV *Membership*, Constitution Section 17—Generally intended to protect the rights of the individual members (and is presently granted in the existing By-laws, Article III, Section 5).

• Article VII *Board of Directors*, Constitution Section 5—Proposed to assure representation of the membership. This will require eight of the current fourteen Board members to be present in order to conduct Society business.

• Article IX *Officers*, Constitution Section 1—This proposal deletes the “/Secretary” from the title of the Executive Vice President and changes the title of “Treasurer” to Vice President for Finance. These changes are proposed to make the titles of national officers harmonious with those of other technical societies.

• Article XII *Nominations and Elections*, Constitution Section 6—Proposal to hold the annual election thirty days earlier in order to effect a smoother transition between incoming and outgoing officers.

• Article XVI *Constitutional Amendments*, Constitution Section 3—The existing provisions for mail

ballot constrain the date of return to “not later than thirty days before the Annual Meeting.” This could allow a full year. It is proposed that the time allowed for the returning of ballots be limited to thirty days.

Region Holds June Meeting

THE NORTH CENTRAL REGION, under the leadership of Everett Knickerbocker, Regional Vice President, has initiated two organizational approaches which have great promise.

First, Knickerbocker has initiated a regional newsletter to provide a means of cross-communications within the North Central Region.

The newsletter is currently planned as a quarterly publication.

Second, Knickerbocker called a Regional Conference for all chapter officers for June 16. Purpose of the conference was to assist local chapters in the planning of their 1969-70 programs. The idea was to help each chapter develop its own blueprint of actions for the year, including monthly meeting programs, effective communications plans, chapter expansion and professional development goals.

In keeping with the organization of this Region, Knickerbocker has appointed Fred Schwarz, Management Institute at the University of Wisconsin, as Regional Director of Conferences.

San Diego Elects Cramer

FRITZ CRAMER, Zero Defects Coordinator, North Island, has been elected President of the San Diego Chapter for the 1969-70 administrative year.

Elected to serve with him are First Vice President—Bill Wachtler, Chief Industrial Engineer, Solar; Second Vice President — Jeff Wiegand, Woodward-Clyde & Associates; Treasurer — Richard Thompson, Value Control Coordinator, Convair; and Secretary — Bob Scott, Value Control, Solar.

Florida Elects Coonley

ORVILLE COONLEY, Aerodex, Inc., has been elected President of the Florida Everglades Chapter for the 1969-70 administrative year.

Elected to serve with him are Vice President — Jack Friedman, Engineered Castings; Secretary— Charles Henkel, Aerodex, Inc.; and Treasurer — Vernon Craig, Toro Aircraft Engineering, Inc.

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