

From: Communications Associates
1117 State St.
Schenectady, NY 12304
372-4242

IMMEDIATE
RELEASE

LAWRENCE D. MILES TO SPEAK ON "UNDERSTANDING
VALUE ENGINEERING" AT 'SAVE' MEETING IN LOS ANGELES

Lawrence D. Miles, international authority on the subject of value analysis and engineering, will be chairman and speaker at the Thursday morning (April 23) session of the 1964 Society of American Value Engineers (SAVE) Annual Meeting to be held in Los Angeles on April 23 and 24. Subject of his speech will be "Understanding Value Engineering."

In his speech Miles states that "Costs are the direct product of people and depend on their knowledge or lack of it, creativity or lack of it, logic, attitudes, and feelings, and environment. To minimize cost, we must deal with the causes. To deal with the causes, the overall strategy which we call Value Analysis or Engineering was created."

Miles, who resides at 1499 Keyes Avenue, Schenectady, was the first elected president of SAVE and is author of the textbbok "Techniques of Value Analysis and Engineering." He heads General Electric's Value Service organization, Schenectady.

Miles graduated in education from Nebraska Wesleyan University. After experience as a high school prinicpal, he took a second degree (BSEE), from the University of Nebraska. He entered General Electric as a design engineer.

MORE

He became fascinated by the potential for accomplishing the "Functions" --as he calls them--which the customer wants, reliably, for much lower cost.

GE management made him purchasing agent of one of its plants for four years which gave him additional manufacturing and purchasing experience.

In 1947, because of his interest and experience, he created a small research organization in GE "to learn and teach how to identify unnecessary costs of every type much more efficiently and much sooner."

The techniques and procedures which were the result were named "Value Analysis." The benefits of this system were so unusual and so significant that Miles was given the General Electric Company's highest award for extra achievement--the Charles A. Coffin Award.

A few years later, when Admiral Leggett, Chief of the Bureau of Ships, learned of and tried the procedures, results were of such magnitude that Secretary of the Navy Gates awarded to Miles the highest award it can give to a civilian--the Distinguished Public Service Award.

Miles served as the chairman of the now permanent value engineering committee of the Electronics Industries Association (EIA), and he has written over 50 articles on the various phases of value analysis.

END

Prepared by:
Paul R. Heinmiller/sb
Communications Associates
1117 State St.
Schenectady, NY 12304
372-4242
21 April 1964