

90-16

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To John Bryant, National President of S.A.M.E.

Dear John:

I hope we brought you into command in time to move our technology into a new higher plateau. Certainly I believe its true. I want you to know that you have my fullest support in any important actions you take to do so.

Some observations:

At the large trade show in Baltimore last week, I went from booth to booth with a conspicuous Value Engineering identification card on me. NOT ONE person in any industrial booth knew anything about what VE was.

Somewhere about a month ago I read a list of what a group of industrial people (I cant remember who) said were the approaches that might help improve productivity in USA. VE was not there!

Last night I attended a cocktail party - a personal social function. There were about a dozen, new to me, professional people between the ages of 40 and 60. Not one knew what VE was or any thing about it.

John, what do we need? Some - much general paper communication? Or What? I bring this to you not as any criticism, but as an essential challenge. You can do it. Somehow get the story told.

On another, but I believe vital matter - a comment about the Natl. Conf. Enclosed is a copy of the program of the Japanese Conf. Note, item after item of solid "doing it" reporting, from which attendees will learn practical methods, practical principles and practical results.

Our program has some good items, and some good and knowledgeable people. Then on Wed. - pardon me - some stupid time and opportunity wasters "The Demise of Save", and "The Decline of the Holy Value Engineering Empire! " We hope that people will pay from \$200. to \$265. to learn more about VAE from knowledgeable professionals. What kind of rubbish is this that will fill some of the time instead? If there are better ways than the society is using, or if it should be disbanded - its a board of directors and membership task, not a time waster for people who pay much money to learn VAE Tech.

We want every person who comes to the convention to participate in one of 3 ways:

1. Teach some new VAE Technique and its use to others.
2. Learn some new VAE Technique and how to use it.
3. Make acquaintance with competent VAE people with whom they will later work to higher achievement levels.