

Wash. DC Bud Brown meeting - about March 1975
HISTORY + Concepts of VVM 1
75-10

Bring you comfort with this tremendous force - you have seen in
its early childhood.

IN 1947

Refug 30 x 22

orders falling for controls

oil burners + Controls fighting for life

Industrial Controls - reeling!

Technical superiority

Test course. 3 to 6 yrs after grad.

what is problem

Technical knowledge - not enuf

Customer not getting enough of what
he wants - at price he has to pay.

WHAT DOES HE WANT

motor

Control

Refrig -

Language of functions

Value or worth of functions -

All cost is For Function

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System 5 -
Naming & understanding functions -

Job plan That USED TECHNICAL
Know How TO GET WHAT USER WANTED
Info - Analy - Creative Judgment - Refinement

EYEOPENER

Ended Millions of \$ of cost

Made re-entry into lost mkt's possible -

Everywhere clamored for it -

Business here & abroad

Govt people -

Some colleges -

McGraw Hill. Book - 61

Other countries - Japan - Germany - etc
(show books)

Other countries began writing their own books
England - Sweden -

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Meanwhile I had a group of a dozen -

Intensive Training - 4 weeks -

Then 3 "

" 2 "

No man qualified until
2 weeks TR

6 mo work

Instructor in going course -

Men became so well qualified -

Results were enormous -

Meanwhile

Adm. Leggett

"Must allow course govt to benefit by this"

No spots for VA. plenty for Engineers -

They sent Men to our courses

we helped them set up our courses -

They said - "we've got to teach it to

GE's competitors"

They did

Meanwhile we also taught it to our
suppliers.

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Meanwhile it spread
Adm practices
Research & Development
universities
Chemical industries
Construction industries

Time Marches on -

Several USA books
Fellom
mudge
Del Isola -

Rewrite by L. D. Miles -

Name -

Tech of VA -

UE - Navy -

Now name VIM used by you

~~What~~ is ITS FUTURE WITH YOU?

ROY E. FOUNTAIN, CVS

Roy E. Fountain, a Certified Value Specialist and Registered Professional Engineer (Pennsylvania) has been a professional Value Consultant for twenty-four years. His General Electric Company Value experience includes doing Value Analysis/Value Engineering work Corporate Staff Consulting for General Electric Company in various positions including Value consulting, Value research, and as manager of General Electric's Corporate Value Training Program.

He co-founded and was president of his own company, Value Programs for Industry, to provide Value Analysis/Engineering and Control Services to industry. After eight years his company was purchased by Keene Corporation and he continued in the same capacity for another four and one-half years. Typical customers were Westinghouse, General Electric Company, General Dynamics, Douglas, Boeing, Babcock & Wilcox, Otis Elevator, Uniroyal, Aerojet General, Raytheon, Carrier Corporation, International Harvester, Eastman Kodak, DeLaval Turbine, DeLaval Separator, United Control, TWA and many others, including small firms with as few as fifty employees.

After leaving Keene, he entered the private consulting field, spending nearly two years with a small company making a line of highly sophisticated environmentally oriented measuring devices, many of which were based on the principles of a condensation nuclei monitor. Duties included Value Engineering, which resulted in implemented results of 1/3 to 2/3 cost savings, in addition to improvement in performance, quality, reliability and serviceability. Because of these results, he was given the responsibility for product engineering, manufacturing and cost accounting.

Other recent assignments include a study of General Electric Corporate Engineering Services, developing a personnel profile, recommending services to be offered, how to reorganize and to sell.

Roy has a BSEE from Washington State University, seventeen years' experience in the General Electric Company with seven years of design engineering. His experience in Value work ranges from missiles to turbines, airplanes to golf balls, locomotives to semi-conductors, and manufacture of steel to sophisticated environmental and medical instruments.

He is a fellow of the Society of American Value Engineers and is a recognized speaker on Value Engineering ~~Activity~~ ^{Activity}, Development of Ideas and Behavior Reinforcement

Roy is Vice-P *Recognition* holm Associates