

# SYMPOSIUM

## VALUE ANALYSIS – A NEW FOCUS

April 4, 1984

Lawrence D. Miles,  
“The Father of Value  
Analysis”, and a panel  
of Industry leaders  
focus on the role of  
management in a  
successful Value  
Analysis Program

Panel Moderator:  
Gail Levin



Sponsored By The Society of  
American Value Engineers  
SAVE

Engineering & Science Foundation  
140 East Monument Avenue  
Dayton, Ohio 45402

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Tear off here and return to Roger Lammers, 10 Pleasant St., Trotwood, OH 45426. Please reserve \_\_\_\_\_ places at the Lawrence D. Miles Symposium, 2:00 to 8:30 p.m. on April 4, 1984 at the Main Auditorium of the Engineers' Club in Dayton, Ohio.

NAME

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Enclosed is my check for \$ \_\_\_\_\_ (\$25.00/person). Make check payable to S A V E.

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# KEYNOTE SPEAKER



**L. D. MILES**

## THE FATHER OF VALUE ANALYSIS —

Thirty-six years ago at the General Electric Company, Lawrence D. Miles created a powerful new problem-solving system called Value Analysis (VA).

American Industry and Government, and more recently Japan and Germany and 38 other nations, have embraced this system of product improvement and cost-reduction, saving billions of dollars since 1954.

Since leaving GE in 1964, Miles has redefined the term "retirement", dedicating himself totally to supporting the spread and improvement of VA.

## A NEW FOCUS —

This symposium marks an expansion in Miles' chosen role as evangelist for the Value Analysis method. His historic targets have been the practitioners of VA, eg: The engineers and purchasing agents. Here, he will focus instead on the needs, desires and methods of the "top manager".

He has maintained from the first that the key to successful VA is a knowledgeable and dedicated management corps. He promises to present to symposium participants "in black and white, the exact actions that should be taken by management" to assure an effective VA program.

## INTERACTION —

Audience involvement will be moderated by WHIO-TV personality Gail Levin.

# SYMPOSIUM

Wednesday, April 4, 1984  
2:00 – 8:30 p.m.  
Main Auditorium  
The Engineers Club  
140 E. Monument Ave.  
Dayton, OH (513) 228-2148

Keynote Speaker  
Lawrence D. Miles  
"Value – The Father  
Views the Child"

Fee: \$25 (including dinner)

## PROGRAM

2:00 Welcome and introduction of participants, including recognition of sponsoring Societies.

KEYNOTE: Lawrence D. Miles: "Value – The Father Views the Child.

Presentations by each of the Key Manager Panel members, describing how they have used Value Analysis to solve several of their management problems.

Panel members respond to questions from the audience under the control of Gail Levin with a "roving microphone".

Refreshments.

6:30 Dinner – Engineers Club Dining Room.

Comments, reminiscences and inspirations by Lawrence D. Miles.

Premier showing of film – "Miles – The Value Analysis Story".

Co-Sponsored by:



MVMA



AIIE

GCSPE

PMAD

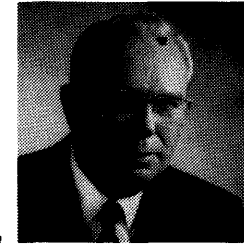


AIAA



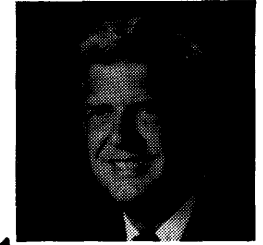
# PANEL

Miles will share the platform with five leaders in management programs.



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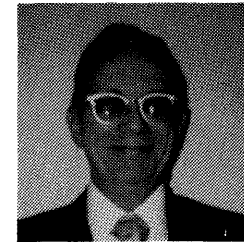
ROBERT BRETHEN,  
President, Philips  
Industries, Inc.



2

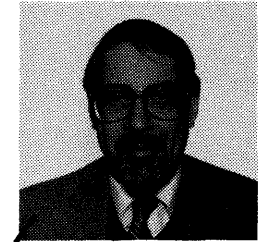
JOHN FOLKERTH  
Chairman,  
Shopsmith, Inc.

6 COOK



4

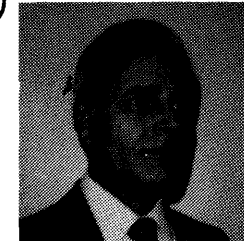
ARTHUR MUDGE  
VP, Value Planning,  
Joy Mfg. Co.



5

GORDON A. FRANK  
Chief Value Engineer,  
Office of the  
Secretary of Defense

3



CHARLES BARBIERI  
Staff Value Engineer,  
USAF, Pentagon



Panel Moderator:  
GAIL LEVIN,  
WHIO-TV