

To
John Stockwell
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SUBJECT

Dear John;

The Washington Chapter of the Society of American Value Engineers on Febr 8, at the Construction Industry seminar, had invited Mrs Dear, of the Readers Digest. She is wondering if there is enough interesting and exciting and meaningful in VA&E to write about it.

Is there any way that you would like to encourage her or provide her helpful information? (Dont answer me, I just mean to be advising you, so that if there is, you will have the opportunity to encourage her).

I loaned her a 2nd edition. Sent her the questions for chaps. 1,8,11,& 18 I believe, in an effort to interest her without overwhelming her.

I also sent to her a copy of the former Readers Digest story which I also enclose for you.

The article before, gave us many assists. Another good one now would be very good, especially if it had some slant on it which you might suggest to her, which would greatly benefit this country now, when high costs and inflation threaten our savings, our pensions and our way of life.

Sincerely,

KWIK-MEMO

FORM # 31 CARL CO. LISBON OHIO

Invited to
Sedgfield

ANN DEAR

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THE READER'S DIGEST

Dear Ms Ann Dear;

Real pleasure to meet you. Hope you have high success in your projects.

Hope the enclosures may be of interest and help to you.

1. Readers Digest Reprint, which of course I know you may already have. This was a great benefit to our program.
2. Examination questions which I have just prepared - they are not published yet. Perhaps they will serve to point your mind to some interesting angles which would make exciting reading to your readers. Getting better value is a "People" problem. You might like to get some "clues" to that in chapter 11. Of course I have lots of "Human Emotion" situations which I could tell you, which are not in the book.

a. Questions on Chap 11.

b. Questions on Chap 8 "Results Accelerators". In this Chap you will see that we have to cause people to take actions and to do things which we found they do not otherwise do, in order to improve value. We include a number of specific ones which they can be on the look-out for, and can learn. Then we include in Chap.5 a system, which people can learn, which will increase their achievement.

c. Questions on Chap 5. I know you are not interested in much of this. Its too specific technique. But as background for you, it may be helpful for you to scan a part of it. There are some new parts to it. Parts which are not in general use at all. Like "Mind Tuning". Only from experience did we learn the great importance of this difficult action.

For your interest, the Japanese are using this extensively, and have been for a decade. I attended an annual Society of Japanese Value Engineers meeting in Tokyo in Oct. this year. Every seat was full. 600 attended. They use it to get good performance and good costs, which we call good value.

Good Luck,

Phone us, and drive out for lunch or dinner.