



# Society of American Value Engineers

NATIONAL OFFICE -- 220 North Story Road -- Suite 114 -- Irving, Texas 75061

80-1-  
SEP 3 1980

To SAVE National Board of Directors:

I have beat the drums, now I need people to help play the music!

During the last few months, I have been actively pursuing the advancement of Value Engineering. Following is a list of activities (with attachments where applicable) that I have been engaged in. In many cases, it will require the cooperation of the Regional Vice Presidents and their members to participate in these endeavors to accomplish our public relations goals.

I encourage each member of the National Board of Directors to read the material enclosed and take positive action as required.

1. Magazine Contacts. This attached list indicates trade magazines that want articles regarding Value Engineering, Analysis, etc. The list can be expanded; however, I do not want to give the publishers false hope for articles if our people do not respond (See attachment 1).
2. Other Society/Association Conferences. These organizations are eager for our people to submit papers, give talks on VE relative to their specialty. We have missed several good opportunities already because either we received the notice too late or our personnel were reluctant to participate (See attachment 2).
3. Industrial Shows. Ben Edwards' Job Shop Shows have eight industrial shows scheduled between October 7, 1980, and October 27, 1981. His theme is Value Engineering. Chris Barlow participated in one show in Milwaukee on June 10-12, 1980. It was a success. We missed the show of August 26-28 in Anaheim, California, probably because of timing. We are about to miss the Memphis show October 7-9, because of lack of participation. I certainly hope we can make the balance of the shows. Ben Edwards is offering us a free booth and an opportunity to discuss VE with groups of exhibitors and attendees each day of the show. (See attachment 3 with related enclosures).

4. DIRECTORS/Vice President-Communications. I have listed the Directors reporting to the Vice President of Communications (proposed and on board); however, there are still some openings that I have not been able to fill. Possibly you know of somebody that will qualify and will be willing to work. (See attachment 4, also included is F & R.)

5. Purchasing Magazine--Value Analysis Issue. As most everyone knows, Purchasing Magazine publishes annually a Value Analysis issue relating to VA in purchasing. Mr. Ernest Riar, the technology editor and editor for the VA issue of March 1981, is very interested in our personnel submitting inputs for this particular issue. The deadline date is January 15 for articles and pictures. He is interested in our ideas of a theme and names of various companies that have value programs--purchasing is the name of the game. (See attachment 1 for his address and phone number.)

6. Pitch for Membership. The news editor, Terri Thompson, of Purchasing Magazine, informs me that the magazine will put an item in one of the September issues encouraging purchasing managers to join SAVE. Watch for it.

7. Other Activities in Purchasing. Purchasing Magazine sent their news editor, Terri Thompson, to Washington to interview me regarding Value Analysis in Purchasing. This article with pictures regarding the GSA/Federal Supply Service activities should appear in the September 18, 1980 issue. She spent three hours in the interview and other articles may appear in future issues regarding SAVE activities in purchasing.

Dick Bradyhouse will conduct a three-hour session on "Applied Value Analysis" at the George Mason University, November 3, 1980, in Virginia. This is being sponsored by the Purchasing Managers Association of Washington.

8. Kiplinger Washington Letter. This weekly letter to businessmen presents some of the latest trends in the United States. Of interest to us is the information regarding association locations and what to expect in future conferences. (See attachment 5.)

9. Bits and Pieces. For your consideration and amusement, read the excerpt from the August 1980 issue of the booklet "Bits and Pieces." (See attachment 6.)

10. Director of State and Municipal Governments. Paul Rezachek has been very active in his role as Director. Recently, he sent a questionnaire to Municipal and State Governments to determine what type of cost improvement programs they currently use. He also has sent a letter to the National Board of Directors and Chapter Precedents enlisting their help. Please follow up. (See attachment 7.)

11. Director of Chapter Relations. Rick Otto sent me a copy of his report from February to May 1980, for distribution at the last Board meeting. For some reason, it was not distributed by me--so here it is. (See attachment 8.)

12. VP-Communications--Summary of Responsibilities. Sometime during the latter part of the last administration our president asked us for a summary of our responsibilities. Here is mine. (See attachment 9.)

13. Director of Information Services. Mr. Bert Frattini is very interested in contributing to the improvement of the communication network among SAVE members. We have had many conversations and as a result, he is actively pursuing this endeavor. (See attachment 10.)

I hope the above information is helpful to you and I again encourage your help where it is indicated.

Sincerely,



WALTER L. WICHITA  
Vice President-Communications

MAGAZINE CONTACTS

PURCHASING - Ernest Rair - Value Analysis Issue, Technology Editor  
Terri Thompson - News Editor\*  
221 Columbus Avenue  
Boston, Massachusetts 02116  
(617) 536-7780

PRECISION METAL - Independent Writer - Joe Ferran  
Joseph Ferran and Company  
79 Harriman Road  
Irvington, New York 10533

TOOLING AND PRODUCTION - James Stewart  
Heubner Publications  
5821 Harper Road  
Solon, Ohio 44139  
(216) 248-1125

PLANT ENGINEERING MAGAZINE - Ms. Vera Plavsic  
Senior Editor  
1301 South Grove Avenue  
Barrington, Illinois 60010  
(312) 381-1840



# Society of American Value Engineers

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O. JAMES VOGL, CVS.

Reply to:  
Bramson Publishing Co.  
P.O. BOX 101  
Bloomfield Hills, Michigan 48013  
(313) 647-8400

22 August 1980

Mr. Walter L. Wichita  
1020 Smith Drive  
Arnold, Maryland 21012


Dear Walt:

This month's PRODUCTION (August 1980) magazine features productivity. Nowhere in it is there any mention of VE. What is particularly disturbing is that one article, SOURCES OF HELP, gives names and addresses of other societies and organizations - but not S A V E.

The magazine is published by: Bramson Publishing Co.  
Box 101  
Bloomfield Hills, Michigan 48013  
(313) 647-8400

Perhaps you could drop them a line telling them of our willingness to help and expertise in productivity.

Sincerely,

  
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O.J. Vogl

OJV:id

*id this  
magazine to the  
rest of attachment 8/22/80*

cc: John Bryant