

GENERAL ELECTRIC

from the desk of

~~T. R. RANSOM~~

H. M. Wales

April 2, 1979

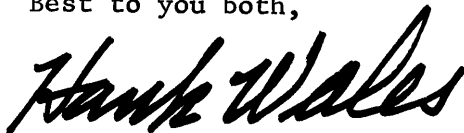
Dear Larry:

Enclosed is some of the correspondence with Brook Elliott, for your information.

I certainly appreciate your kind words to help get this activity set up, and I will give it my best shot!

Please feel free to critique the material, as it is in the formative stages, and very flexible at this time!

Best to you both,

A handwritten signature in black ink that reads "Hank Wales". The signature is written in a cursive, flowing style.

H. M. Wales

GENERAL  ELECTRIC

79-5

SPACE DIVISION

GENERAL ELECTRIC COMPANY . . . . . VALLEY FORGE SPACE CENTER  
(MAIL: P. O. BOX 8555, PHILADELPHIA, PENNSYLVANIA 19101), Phone (215) 962-2000

April 2, 1979

Brook Elliott, Managing Director  
Icarus Management Services  
4711 W. Lakeshore Drive  
McHenry, IL 60050

Dear Mr. Elliott:

Confirming our telephone conversation, attached are two exhibits outlining proposals for the two day seminar:

1. Proposed Agenda for the two day session
2. Proposed Approach, Material, and Logistics

The objective would be to acquaint purchasing people with the opportunities they can develop in applying established Value Analysis techniques for product value improvement and cost management, and the steps they should take to effectively prepare for and conduct investigations with their own vendors.

It is my normal practice to conduct these seminars in about seven sessions of four hours each, bi-weekly over a fourteen week period in the client's plant. Compressing them to two days will result in a very comprehensive treatment of the subject that will focus on giving the attendees a basic orientation on the techniques available to the entrepreneurial purchasing man, rather than actually developing at the seminar a viable proposal for a change. It may develop a concept in the two days allotted, but I would not want it to be an expected result under the circumstances of the seminar agenda.

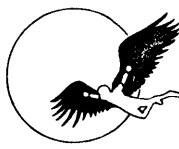
After you have reviewed this material, please feel free to critique it to whatever degree you feel appropriate. It is only a "dart board" proposed for initial discussion, around which we can develop an appropriate program.

Very truly yours,



H. M. Wales, CVS

Attachment



# ICARUS MANAGEMENT SERVICES

4711 W. LAKESHORE DR. MC HENRY ILL. 60050  
815-344-1511

March 9, 1979

Henry M. Wales  
14 Wierwood Rd.  
Radnor, Pa. 19087

Dear Mr. Wales:

Larry Miles suggested we contact you as a possible seminar leader to teach a two-day course in Value Analysis.

As Larry may have told you, we are putting together our schedule of purchasing seminars for late autumn and early winter 1980.

If you are agreeable, we would like you to develop such a seminar, to run for a 2-day period. Initially, we will offer that program three times to see how it flies. If it goes over, as we expect it should, we will then schedule it for another run through.

All of our offerings are approved for C.P.M. certification by NAPM. In addition, we would like our VA course to be intensive enough so as to qualify for SAVE certification as well. Please keep that in mind as you develop the program.

Our normal schedule of fees for first time seminar leaders is \$250 per day plus expenses for the first time the course is offered. Should there be more than 20 registrants, fees jump to \$300 per day or \$15 per registrant, whichever is higher.

For the first run-through, we are tentatively scheduling the VA program for October 25-26 in Chicago; Dec. 13-14 in Washington; and Feb 7-8, in Atlanta. Naturally, these dates are negotiable, but we would like to stay as close to them as possible.

Please let us know as soon as possible whether you find the idea of joining us agreeable, and whether the fees and dates outlined meet with your approval. We do have other potential VA leaders, but Larry's recommendations carry a lot of weight with us, and we would prefer someone he respects.

We look forward to hearing from you soon.

Sincerely,  
*Brook Elliott*  
Brook Elliott  
Managing Director

Attachment #1 to April 2nd letter to Icarus Management Services

PROPOSED AGENDA

DAY 1

8:00 AM Introduction, with appropriate handouts  
Background  
Development of the "Job Plan"  
Cost Analysis Basics  
Importance to Purchasing Function  
Value Concepts  
Function Analysis Techniques

9:30 AM Film: "The Evaluation of Function, Cost, and Worth"

10:00 AM Break

10:15 AM Teams meet: Information Phase  
  
Development of Function/Cost Structure

12:00 N Lunch

1:00 PM Search for Alternatives, with appropriate handouts  
Sources  
Creativity  
Blocks to Creativity  
Techniques to Stimulate Creativity  
Group Creativity

2:00 PM Teams meet: Speculation Phase  
  
Search for and/or Create Alternative Concepts

DAY 2

8:00 AM Purchasing Function Value Analysis Principles, handouts  
Results Accelerators  
Merit/Cost Evaluation Techniques  
The Decision Environment  
Importance of Reports and Presentations

9:30 AM Film: "Creative Thinking"

10:00 AM Break

10:15 AM Teams meet: Evaluation/Development Phase  
  
Prepare Selections, Reports, Presentations

12:00 N Lunch

1:00 PM Teams meet: Presentation Dry Runs

2:00 PM Team Presentations to all other teams.

3:00 PM Preparation planning and logistics to perform effective VA

4:00 PM Adjourn

Attachment #2 to April 2nd letter to Icarus Management Services

CANDIDATE APPROACH

- o Each attendee will be advised to bring one or two items he normally procures, together with its specs, drawings, assembly into which it goes, quantities, schedules, and prices, plus any other appropriate data on the items.
- o Each five attendees will constitute one team, and one project from among all those submitted, will be "drawn" or selected, as the team project.

COURSE MATERIAL

- o Each attendee will be provided with his own personal copy of Miles' "Techniques of Value Analysis and Engineering".
- o Illustrative, supplementary handouts will be used to develop the referenced techniques, as appropriate. They will be suitable for putting in a 3 ring binder.

LOGISTICS

- o One 16mm sound projector and screen
- o One overhead projector
- o One Oravisual easel, with pad and back plate, for use by each team during its deliberations, total: several oravisual easels.
- o Suitable impedimenta, including 3 x 5 cards for name tents, roll of tape, scissors, markers, transparencies, transparency markers, pads of 8½ x 11,
- o Arrangements for coffee urn in the room for coffee "as required", plus danish.