SCHENECTADY
April 10, 1957

Mr. D. E. Fink, Specialist - Value Analysis
Manufacturing Section
Water Heater, Dishwasher & Custom Appliance Dept.
Hotpoint Department
MILWAUKEE, WISCONSIN

Thank you for the report of the Madison work and congratulations for the fine job which you did and which we knew you would do there.

Keep up the good work.

L. D. Miles
Manager - Value Analysis

LDM:AEM

Mr. P. E. Gordon 3-29-57

Mr. D. E. Fink Mfg./Mat./V.A. 5 293

VALUE ANALYSIS - INDUSTRIAL PRODUCTS DESIGN

The two days that I spent in Madison, March 19 and 20, participating in the Industrial Products Design Institute were very rewarding from an informative and educational standpoint. Some very valuable information was gathered through the exchange of thoughts and ideas with the individuals who made up the staff and the group of enrollees attending the Institute. The amount of interest shown in my talk ("Value Analysis - A Case Study and Its Relationship to the Role of Product Design in Today's Competitive Market") was very gratifying and I felt it was a very worthwhile endeavor.

Furthermore, at the conclusion of the Institute, Mr. Ralph Smith, Institute Coordinator, requested I work with the Extension Division and his staff to establish a similar Institute on the subject of Value Analysis, its philosophies and functions, at some later date. I informed him that a decision on this matter would have to be made by Hotpoint management and General Electric Value Analysis Section at Schenectady, and that a written request from the Extension Division would be required.

Mr. Smith further requested that I furnish him with a copy of my talk so that the University could make reprints for distribution to the individuals who attended the Institute. This I will do at the earliest possible date.

D. E. Fink
Specialist-Value Analysis
Manufacturing Section
Water Heater, Dishwasher
& Custom Appliances Dept.

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cc L.E.Sweet
E.E.Pile
L.D.Miles, Value Analysis Service, General Electric Co., Schenectady, N.Y.
A. Bentley, " " " " " " " " "