

# SAVE International 2010 Annual Conference About the Authors



The following individuals are scheduled to present their papers at the SAVE 2010 Annual Conference, held June 7 – 10 on The Queen Mary in Long Beach, California, USA.

## Mohammed Auda Alalshikh, BSc, MSc, AVS, PMP, CSSBB, MoR



*Proposing a VM Approach for the Design-Bid-Build Procurement Method in the Saudi Public Sector*

Mohammed Alashikh took a Bachelor of Science in civil engineering in 1996, from King Saud University, obtained his Master's degree in structural engineering and construction management from the University of Newcastle upon Tyne, and is researching for his PhD. at Leeds University in the United Kingdom. His research topic is "The Development of a VM Approach for the Saudi Public Sector". He worked as project manager for two years with the Saudia Arabian Border Guard and as the director of engineering administration in the Border Guard, Aseer Area, for five years.

## Daniel Arockiam, AVS



*Application of VE Methodology to Product Development that Warrants Compliance to Key Certification Requirements*

Daniel Arockiam is a mechanical engineer with 11-plus years of experience across industry domains. He is an Associate Value Specialist (AVS) and life member of Indian Value Engineering Society (INVEST). His experience is mainly in new product development (NPD) and continuous improvements. He is currently responsible for developing solutions, building competency, developing industry best practices and mentoring project teams in the areas of NPD, design methods (NPD, DFX, VE, FMEA, etc) and holding devices. He has published and/or presented several technical papers in value engineering, design methods and NPD at various Indian technical forums.

## Prof. Franco Caron



*Improving Value with a Risk-Based Stakeholder Management*

Prof. Caron is professor in the management, economics and industrial engineering department at Politecnico di Milano, where he is in charge of the course "Management of Large Engineering Projects". He teaches "Project Risk Analysis and Management" in the Master in Engineering and Contracting developed jointly by MIP-Politecnico di Milano and Italian National Association of Engineering and Contracting Companies, and in the Master in Strategic Project Management European developed jointly by MIP, Herriot Watt University Edinburgh, and UMEA University (Sweden). Currently, his specific research interests concern project risk management, proposal management, portfolio management and financial risk in project

development. Prof. Caron is a member of PMI Northern Italy Chapter.

### **Ken Goosen, PE, AVS**

*Applied Value Methodology and Aerospace: Airline Methods in Project Development, Maintenance Planning, and Operations of Nuclear Power Projects*

Ken Goosen is President of AeroInfo Systems, a wholly owned subsidiary of Boeing. As its President, within the airline and aerospace manufacturing industries, Goosen has been working with a variety of clients to assist with resolving maintenance, operations, supply chain, strategic business development, and software solution development or software implementation challenges. Prior to assuming his current position, Goosen spent 25 years in airline maintenance operations, rising to the position of Vice President responsible for the maintenance of a fleet of over 80 aircraft and an annual maintenance budget of 250 million dollars. He has actively participated in applying Value Methodology as a key mechanism to outline business strategies as well as improve maintenance and operations.

### **Chang-Taek Hyun, Ph.D., PE, AVS**



*Connection Process of VE Subject Selection and Functional Analysis at Planning Phase for Program Level*

Chang-Taek Hyun is a professor at the University of Seoul, where he is currently engaged in the program of construction engineering and management (CE&M), focusing particularly on VE and contract. He has more than 20 years of academic experience and has worked for more than seven years as a professional engineer, both in the private and public sectors. He is also a leading light in the field of VE in Korea, having conducted many VE workshops for government offices and private construction firms throughout the country, and having written several VE manuals and academic papers related to VE and CM (construction management). He is currently the president of KCVE (Korea Construction VE Research Institute) and is delivering lectures on CM-related subjects, including VE, Project Delivery System, and Cost Management. He has currently participated in a couple of R&D by Ministry of Land, Transport and Maritime Affairs (MLTM) and is a principal investigator of R&D project titled by "The Development of Construction Management System for Mega Project". Especially his name has been recorded in global top 3 biographical dictionary (Marquis Who's Who in the World 2010, IBC 2000 Outstanding Intellectuals of the 21<sup>st</sup> Century 2009/2010, ABI Great Minds of the 21<sup>st</sup> Century).

### **Song-Min Jo**



*Connection Process of VE Subject Selection and Functional Analysis at Planning Phase for Program Level*

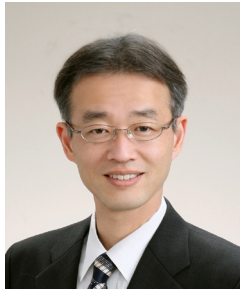
Seong-Min Jo earned a Master's degree in MBA at 2008 and he is currently in master candidate at the University of Seoul, and major in Construction Engineering and Management. He has implemented three VE projects for post office in 2009. And he has currently participated in a R&D by Ministry of Land, Transport and Maritime Affairs (MLTM) and is performing a role of researcher for part of R&D project titled by "The Development of Construction Management System for Mega Project". And he has interest in decision making methodology for construction manager to conduct efficient multiple projects. Now he is in the middle of the third semester and looking forward to learn more about construction management and VE.

## Young-Ryul Kim, Ph.D., CVS

*A Case Study on the Project Center for True CFT (Cross Functional Team)*

Dr. Kim is a senior manager of product planning and project management at Samsung Electro-Mechanics in Suwon, South Korea. He has a Bachelor of Science in aerospace engineering from Hankuk Aviation University; a Master of Science and Doctorate of Philosophy in mechanical engineering from West Virginia University in Morgantown, Virginia, USA. Dr. Kim has presented or published the following papers: "Computational Modeling of Tube Extrusion Process in Ni-Based Alloys" (1999) *Journal of Applied Science and Manufacturing*; "Effect of Coated Material on Shock Absorber System" (1998) Korean Automotive Conference; and "Effect of Coating and Interfacial Reaction Zone on the Residual Stresses in Fiber-Reinforced Metal-Matrix Composite" (1997) *Journal of Reinforced Plastics & Composites*.

## Takehiro Kimori, CVS



*Applying VE to Better Understand and Evaluate the Demands of Users of Public Works*

Takehiro Kimori graduated from Tottori University in Engineering and joined Pacific Consultants Co., Ltd. in 1991 where he was engaged in the planning and design of road related buildings in general such as bridges. Since 2002 he has become involved in VE related affairs for public works. In 2006 he was transferred to the present section and is actively promoting VE for public sector.

## Warren A. Knoles, PE, AVS



*VE Surprise Endings – Ya Gotta Love ‘Em*

Warren Knoles has over 30 years experience with Crawford, Murphy & Tilly, Inc. (CMT), a 260-person civil/transportation engineering firm. Prior to joining CMT, Mr. Knoles spent seven years with the Illinois Department of Transportation. Mr. Knoles is currently Sr. Vice President and Chief Operating Officer of CMT, serves as project principal and technical advisor for transportation and land development projects, and provides VE consulting services. Professional affiliations include American Society of Civil Engineers; National Society of Professional Engineers; Institute of Transportation Engineers; International Bridge, Tunnel and Turnpike Association; American Society for Quality Control and SAVE International.

## Hiroaki Konishi



*Applying VE to Better Understand and Evaluate the Demands of Users of Public Works*

Hiroaki Konishi graduated from Tottori University in Engineering and joined Pacific Consultants Co., Ltd. in 1991, where he was engaged in the planning and design of road related buildings in general such as bridges. Since 2002, he has become involved in VE related affairs for public works. In 2006, he was transferred to the present section and is actively promoting VE for public sector.

## **Dong-Hoon Lee, CVS**

*A Case Study on the Project Center for True CFT (Cross Functional Team)*

Mr. Lee is a senior manager of product planning and project management for Samsung Electro-Mechanics in Suwon, South Korea. He earned both Bachelor and Master of Science degrees in mechanical engineering from Hanyang University. He presented a paper titled "Simultaneous Development by 'Family Planning' in Electronic Component Industry" at the Samsung CAD Best Practice Conference in 1998.

## **Bruce Lenzer, LCVS, FSAVE, CQM/OE**

*Applied Value Methodology and Aerospace: Airline Methods in Project Development, Maintenance Planning, and Operations of Nuclear Power Projects*

Bruce Lenzer is currently serving as the Executive Manager of Quality Assurance, Continuous Improvement, and Contractor Assurance at the Thomas Jefferson National Accelerator Facility (TJNAF) in Newport News, Virginia. TJNAF is a United States, Department of Energy (DOE) National Nuclear Physics Research and Development institution. This facility attracts several thousand scientific research users from around the world to conduct a variety of experiments related to the nature of matter. Lenzer, as President of Synergy Value Solutions, LLC, served domestic, and international industries and governmental entities to develop, implement, or perform quality and value methodology studies and projects. This has included establishment of programs, methods, and systems to improve and manage value of products and services. Lenzer is assisting TJNAF obtain a service and manufacturing ISO 9001-2008 certification and is managing their quality and value management programs. Mr Lenzer currently serves the Lawrence D. Miles Value Foundation as its Executive Director and is also a Past President of SAVE International. Lenzer has been awarded for several contributions from international professional societies, companies, and governmental entities for his contributions to value management and continuous improvement. He received one of the highest non-governmental civilian service awards from the Society of Japanese Value Engineering for his international contributions to the Value Engineering discipline. Lenzer is the inventor of the Hybrid Functional Analysis System Technique (FAST) modeling approach for process modeling and an integrated process cost modeling tool.

## **Chae-Bong Lim, CVS**

Chaebong Lim has been in charge of the value analysis (VA) program for Infra Asset Management Corporation since 2007. He is one of the most active experts for value engineering field of civil infrastructures in Korea. Lim has been invited to lead VE workshops at various projects and seminars in Korea. He is an expert in integrating project management tools and value management tools. A key component of this integration has been his development of a project performance measurement tool, allowing the scope of a public works project to be quantified and measured, and the integration of risk management and value management tools

## Jong-Kwon Lim, Ph.D, CVS



Dr. Jong-Kwon Lim is founder and CEO of Infra Asset Management Corporation, established in 2004. He is one of the most important experts for value engineering field of civil infrastructure systems in Korea, such as bridges, tunnels, ports, transits, railroads, urban development, and so on. He has provided value engineering study services to lots of government public works agencies including Korea Expressway Corp., Korea Water Resource Corp., Korea Railway Network Authority, Korea Land Corporation, etc. as a VE team leader.

Lim has carried out a number of VE services for design-build construction projects since 2000, including highways and bridges, subways, railroads, industrial complex, ports, dams, water resources development, power plants, urban development, water, and ski-slopes. He also has given project management and value study services for private finance initiative projects such as BTL (Build-Transfer-Lease) and BTO (Build-Transfer-Operation).

He mastered the Ph.D. course in 1999, with life cycle cost analysis for bridges considering structural reliability and optimization method. He has performed many research projects for lifecycle cost analysis and value analysis, as a results he has published many technical research reports on the life cycle cost analysis model and maintenance cost estimation model for infrastructures such as bridges, roads, dams, water supply facilities.

Currently, he has been invited as an important speaker and a special lecturer of value engineering and life cycle cost analysis for many research institutes and government agencies because of his deep knowledge and wide experiences on the value engineering. He translated and published *Fundamental of Value Methodology* by Robert B. Stewart, into Korean. Most recently, he wrote a book with respect to *Life-Cycle Cost Analysis of Infrastructure Systems*.

## Steven Male



*Hard Bid by Net Present Value (Inclusion of the Time-Value of Money in the Bid Evaluation) AND Proposing a VM Approach for the Design-Bid-Build Procurement Method in the Saudi Public Sector*

Steven Male, is a professor of property and infrastructure asset management and the Institute for Resilient Infrastructure (IRI), School of Civil Engineering, University of Leeds in the United Kingdom. His research expertise focuses on the links between business strategy, investment decision making, program and project management. Male was the launch director for the Institute for Resilient Infrastructure, School of Civil Engineering, from January to September 2009. Male has written books, chapters, policy reports, and journal papers on strategic management in construction, value management, supply chain management, the role of the informed client in programs and projects, and, asset management.

## Dr. Jay Mandelbaum



*Synergy in Enterprise Change Models: Opportunities for Collaboration between Value Engineering and Lean/Six Sigma*

Dr. Jay Mandelbaum is a research staff member at the Institute for Defense Analyses. His research is focused on conducting technology readiness assessments in the context of the Defense acquisition process; establishing best quality assurance, manufacturing, and systems engineering practices for Defense programs; improving how DoD acquires new equipment and services via changes to management systems, procedures, policy and guidance; identifying best practices for value engineering in DoD; and examining the defense travel system. Dr. Mandelbaum joined IDA in April 2004 after a 30 year career with the Federal Government.

From 2002 to 2004, Dr. Mandelbaum was a member of the Systems Engineering staff under the Director of Defense Systems in the Office of the Under Secretary of Defense for Acquisition, Technology and Logistics. He led DoD's value engineering program and also managed an effort to reduce total ownership costs of defense systems. In addition, his responsibilities included reliability, maintainability and sustainability policy for Defense Systems.

From 1998 through 2002, in the Office of the Director for Acquisition Initiatives, he led the development and implementation of knowledge management (KM) policy. He was the principal author and driving force behind the publishing of *Into the 21<sup>st</sup> Century: A Strategy for Affordability*—a document designed to motivate the entire acquisition workforce to pursue a series of strategic goals and objectives.

From 1995 to 1998, he developed linkages between non-traditional sources of supply and the Department's emphasis on using commercial products and processes for defense systems.

From 1992 to 1995, he led a project that forecast global arms trade through the year 2000. As a U.S. representative to NATO, Dr. Mandelbaum was involved in the development of new strategies to revise the basis for calculating stockpile guidance.

Dr. Mandelbaum received his M.S. and D.Sc. in operations research from The George Washington University in 1976 and 1982 respectively. He earned a B.S. in physics from Rutgers University in 1969.

## Dr. Franca Marini



*Improving Value with a Risk-Based Stakeholder Management*

Dr. Marini is the discipline manager for value and risk management performing activities related to: risk management, stakeholder management, and preparation of assurance checks, decision making, value improving practices, value engineering, capture, storage and diffusion of lessons learned. She joined Eni in 1986, and she has been working in planning and scheduling, progress tracking, reporting, budget and cost control and value management in several development projects. She participated to the re-engineering of Eni Opportunity and Projects Development System, coordinating the value management group. Dr. Marini is a member of PMI Chapter Rome and SAVE; She has been author of some papers in oil and gas conferences.

## Eric G. Meng, AIA, CVS-Life



### *Manage Your Career: Risk Management and Essential Career Competencies*

Eric Meng leads both the research firm, MENG Analysis and the architecture firm, Studio Meng Strazzara. Both firms specialize in the engineering and design of complex public facilities including education, transportation, and technology. Eric Meng is one of the world's leading quality performance specialists, having lead over 1000 value engineering (VE), constructability review (CR), and facility condition assessment (FCA) studies. Meng has pioneered the use of VE and CR for various states and countries, and is one of only a handful of Certified Value Specialists who is also a licensed, practicing architect.

Meng lectures internationally on design process and the application of VE technologies. He is particularly interested in the application of VE as a design tool. His projects include over \$30,000,000,000 of public construction for such diverse areas as Universities, nuclear reactor facilities, ocean going super ferries, transportation, public parks in Hong Kong, and management studies for clients such as Westinghouse, Kaiser, the City of New York and Microsoft.

His design work has received awards from the AIA, Progressive Architecture, School and University, the American Wood Council, and other regional and national publications.

Outside of his design career, Eric also is active as a free lance professional violinist. Recently his music and design careers intersected as he designed the new School of Music for Central Washington University.

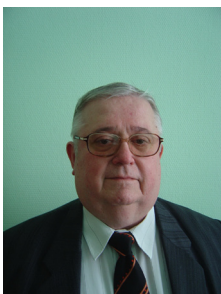
## Kenichi Morita, VES



### *Applying VE to Better Understand and Evaluate the Demands of Users of Public Works*

Kenichi Morita graduated from Tottori University in engineering and joined Pacific Consultants Co., Ltd. in 1991, where he was engaged in the planning and design of road related buildings in general such as bridges. Since 2002, he has become involved in VE related affairs for public works. In 2006, he was transferred to the present section and is actively promoting VE for public sector.

## Ferenc Nádasdi, Ph.D., CVS-Life, FSAVE



### *How Can Value Methodology Connect Firms with the Supply Chain?*

Ferenc Nádasdi is a certificated mechanical engineer, certificated industrial engineer and professor of the College of Dunaújváros and the University of West – Hungary where he delivers lectures on “Value Management”. During the past 35 years Nádasdi participated in about 500 value methodology projects as head of theme, head of team, member of team, expert, thesis consultant, etc. He has written more than 200 studies, professional articles and books. He is the Vice President International of the Society of Hungarian Value Analysts.

## Lucie Parrot, CVS-Life



### *Implementing a VE Program: The Who and the What*

Mrs. Parrot is an industrial engineer with over 30 years of experience. As a senior partner at Nguyen-Parrot, since 1997, she is involved in many optimization projects of products, services, processes or construction projects using the value engineering methods.

As a value engineering consultant, Mrs. Parrot has helped numerous clients in increasing the value of their products, either by reducing the costs and/or increasing the performance and the needs satisfaction. This approach has been used successfully at small and large companies.

Her vast experience in many sectors, along with her talent for coaching, has made her an ideal person to train your work teams to the Value Engineering methods, with Module I or Module II or even custom training.

Mrs. Parrot has facilitated over 200 workshops. She is a certified value specialist from the SAVE International with life recognition and is a member of the Canadian Society for Value Analysis, which gave her in 2003 an award for her outstanding contribution to the methodology and in 2009, for the contribution of her company to the world of VE in industry.

She has spoken many times on this subject.

## Jeffrey Plant, MBA, P.Eng, PMP, AVS

### *Value Engineering in the Motion Picture Industry*

Jeffrey Plant is a Canadian professional engineer with a distinguished career as a project manager and advisor on major building, environmental and transportation projects in over 30 countries. A strong proponent of the value methodology, he is currently serving as a member of the Executive Committee of SAVE International.

In 2004, Jeffrey Plant joined with three other investors to create Atlantic Caribbean Studios and purchase the worldwide rights to five screenplays written by Colombian screenwriter, director and producer James Ordonez. As President of Atlantic Caribbean Studios he has become familiar with the many challenges of independent motion picture production.

## James A. Rains, Jr., CVS-Life, FSAVE, PVM



### *The Structure and Support Required for the Ladder of Global Survival and Success*

James (Jim) Rains, CVS, FSAVE is president of the Advanced Value Group, LLC (AVG). AVG specializes in value engineering (manufacturing, services and construction), competitive tear-down benchmarking and synchronous process improvements (lean manufacturing) in the factory and/or office environment.

AVG has extensive expertise in material flow analysis to streamline material handling paths and reduce costs associated with material handling. Training in target costing, which includes Quality Function Deployment and Voice of the Customer is also a part of AVG's long list of services. The services of AVG are performed around the globe. Jim is retired after more than thirty-two years with General Motors. He has served on the SAVE International Board of Directors in several capacities, including president and

chairman. Mr. Rains became a Certified Value Specialist in 1988, and is currently a Life -CVS. He was elected into the SAVE College of Fellows in 2002. He is the chairman of the Lawrence D. Miles Value Foundation Board of Directors.

### **Raghavendra H. Rao, AVS**



*Application of VE Methodology to Product Development that Warrants Compliance to Key Certification Requirements*

Raghavendra H. Rao represents new product development (NPD), EIS business of Tata Consultancy Services (TCS). He leads the Center of Excellence, Design Methods. Rao holds a Masters Degree in machine tools engineering and has about 19 years of total experience in product design, design methods, machine design and CAD/CAM applications. Rao currently mentors projects on development and implementation of best practices and guidelines related to design methods and NPD and supports several related business opportunities across engineering domains. He is a member of the Indian Value Engineering Society (INVEST) National Council and serves as Vice-Chairman, Zonal Council. He is an Associate Value Specialist. He has presented and/or published several papers at value engineering and NPD Conferences.

### **Fulvio Salvatori**



*Improving Value with a Risk-Based Stakeholder Management*

Mr. Salvatori has a Bachelor of Science in industrial management and a Master of Science in economics and management engineering at Politecnico di Milano. After an internship in ENI in which he worked on stakeholder management for a pipeline in Turkey and a short experience in a consultancy company, he now works as project control engineer for projects in Kazakhstan. His tasks mainly regard planning, scheduling, cost budgeting, cost control and stakeholders and risks management within value methodology.

### **Nat D. Schatz**



*The Business Benefits of VIPs*

Nat S. Schatz is an executive associate for Pathfinder, LLC with over 40 years of experience in project management, contract administration, project engineering, process engineering, capital program management and process plant design in the chemical and petrochemical industries. He has managed numerous domestic and international projects for both operating companies and engineering and construction companies, in the range of \$2-250M. Many of the projects have utilized offsite modular construction as a construction technique to lower costs and reduce schedules. Schatz has also been involved in the development and implementation of a Value Improving Practices program. In addition, Schatz has been involved in the development and roll-out of redesigned and restructured capital project execution programs based upon staged front end loading principles. He has also worked on numerous independent project evaluations and project cost evaluations. Schatz has worked at the plant level in a process engineering function to improve existing processes and to install new processes. He holds a Bachelor of Science in chemical engineering from the Polytechnic University and an MBA in finance from Seton Hall University. Schatz is a member of the American Institute of Chemical Engineers and ChemPharma.

## Myung-Jin Son



*Connection Process of VE Subject Selection and Functional Analysis at Planning Phase for Program Level*

Myung-Jin Son is currently Ph. D. candidate at the University of Seoul, and major in Construction Engineering and Management. He is a member of KCVE (Korea Construction VE Research Institute) and has implemented many VE projects for office buildings, elementary schools, and academic buildings with professor Hyun since 2006. And he wrote a master's thesis about 'The Development of a Practicability Evaluation Model on VE Proposals using the Scenarios Planning and the Fuzzy Analytic Hierarchy Process'. He has interest in developing VE supporting tool. He has currently participated in a R&D by Ministry of Land, Transport and Maritime Affairs (MLTM) and is performing a role of project manager for part of R&D project titled by "The Development of Construction Management System for Mega Project".

## Chang-Yeob Song



*Connection Process of VE Subject Selection and Functional Analysis at Planning Phase for Program Level*

Chang-Yeob Song is currently master candidate at the University of Seoul, and major in Construction Engineering and Management. He has a construction career in multi-house project and training facility project as a construction engineer for two years. And he has implemented two VE projects for post office in 2009. He has interest in green building, so he is trying to figure out how to apply green techniques efficiently to the design and construction phase. He has currently participated in a R&D by Ministry of Land, Transport and Maritime Affairs (MLTM) and is performing a role of researcher for part of R&D project titled by "The Development of Construction Management System for Mega Project". Now he is in the middle of the third semester and looking forward to learn more about construction management and VE.

## Young-Joo Suh, Ph.D., CVS-Life



*Methodology through Total Innovation Management*

Dr. Young-Joo Suh acquired CVS qualification in 1989, and is an industrial engineering doctor who has been engaged in VE business about 30 years. At the present, he currently serves as chairman for the Society of Korean Value Engineers (SKVE). Dr. Suh is also the president of Route Consulting Group. He has global professional experience in manufacturing industries in the Korea, China, Thailand, Malaysia. He holds a Ph.D. degree in industrial engineering from Ajou University, Korea. He worked in Samsung Electronics, Co. and Samsung SDI Co., and has worked in management innovation by officer. He has been doing many enterprises and a lot of projects consulting for 30 years.

### **Mitsuaki Usuginu, CVS**



*Resource Development to Improve Potential of In-House VE Practitioners (Practical Guide)*

Mitsuaki Usuginu joined IHI Corporation in 1984. He was engaged in the development of satellite propulsion rocket engine and future aero engines. He has been in charge of VE promotion comprising of VE assistance, training and development/maintenance of VE related tools at the Aero-engine and Space Operation Group since 1999. He promotes group-wide VE efforts from the development design stage of major projects. Also, he serves as an organizing committee member of SJVE (Society of Japanese Value Engineering) Japanese CVS club.

### **Heather Williams**



*Synergy in Enterprise Change Models: Opportunities for Collaboration between Value Engineering and Lean/Six Sigma*

Heather Williams is a Research Associate at the Institute for Defense Analyses (IDA) in Alexandria, VA, where she primarily works on nuclear weapons policy. Her research portfolio also includes military training activities, security in the Middle East, and systems engineering. Prior to joining IDA she worked for Analytic Services, Inc. supporting the Chemical and Biological Defense Program in the Office of the Secretary of Defense (Acquisition, Technology, and Logistics). Ms. Williams received her B.A. from Boston University in International Relations and Russian Studies and her M.A. from The George Washington University in Security Policy Studies.

### **Hisaya Yokota, PE, CVS**



*Value Management Curve*

Hisaya Yokota works as president and chief executive officer at Functional Approach Institute Company Limited, consulting firm to solve problem of management of a business. He is based in Tokyo and is a Certified Value Specialist both by the SAVE International, USA and by the Society of Japanese Value Engineering, and also is a Professional Engineer certified by the Institution of Professional Engineers, Japan. He has been serving as a leading VE consultant for the past 15 years, having promoted the application of design-phased VE to public works projects for the clients.