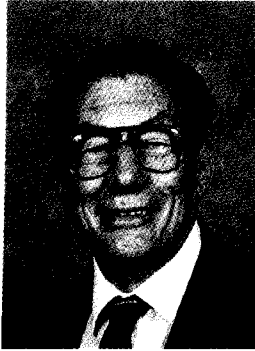


## POLITICALLY INCORRECT CREATOR



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Jim Hudson, in 1962, as Manager of Systems for the Square D Company, was one of the first to apply the VE methodology to the design and construction of buildings and other structures. In 1970 he formed his own consulting firm, Hudson & Associates, 7430 Miller Lane, Spotsylvania, VA 22553 to provide VE services to owners and the design professions. He has conducted hundreds of VE workshops in the USA, Canada, Africa, and Europe.

### ABSTRACT

This paper urges VE Team Leaders to elevate that approach by greater concern for the "HIGHER ORDER FUNCTIONS" often identified in the FAST Diagram (Functional Analysis Systems Technique) and extending the scope line to include more of these Higher Order Functions, thereby producing proposals that benefit society as a whole, in addition to those more pragmatic alternatives directly benefiting the Owner/Developer.

To foster this approach, the writer nominates GOD for Honorary Membership in SAVE, as a reminder to include the Higher Order Functions, for we who believe in God are all accountable to a higher authority, and our role as VE Practitioners offers an exceptional opportunity of greatly influencing major decisions affecting the well being of millions of people.

The author purports that taking this higher course will enhance the status of SAVE and raise VA/VE / VM to new heights, transcending the well established image of cost reduction, and make a tremendous contribution to the solution of the growing number of serious world problems.

### INTRODUCTION

The Value Practitioner is often at the critical juncture of an undertaking that can greatly influence the final appearance, cost, and function. The usual procedure is to identify the 20 % of the design or plan that will represent 80% of the initial cost, as substantiated by Pareto's Law, and seek cost effective alternatives using the VE Job Plan, then present specific proposals to the owner, designers, and planners for action.

### THE JOY OF CREATION

One of the great pleasures of a Certified Value Specialist is the joy of creating new solutions to cost intensive, complex, real time, issues. It is hard not to swell with pride as your team's solution unfolds. You have proved again how effective VA, VE, VM really is. You have given birth to a new creation. In the old days we even passed out cigars, but now, we are in a smoke-free building, and smoking is politically incorrect. You are ecstatic, even jubilant.

Creation is the triumphant offspring of a good Value Engineering workshop. However, it is opposing the "creation" of someone else, the Originator, who produced the first concept, that is being challenged. The pride of authorship of any existing idea, procedure, or design is powerful. It may even stand in the way of change. It is authoritative. It wants to protect its creation from change. It is one of the most dominant emotions with which a VE study has to contend.

But, we are equally culpable when we see a wonderful new idea born and grow, seemingly from the inner core, the womb, of the VE Team, and a marvelous proposal takes shape. The CVS feels like bragging of his "Creation" in every proposal he prepares. Creation is a vigorous force; a euphoric emotion, a highly charged passion, an absolute requisite for progress.

### CREATOR OF THE UNIVERSE

However, even our greatest proposals pale into insignificance when we ponder that first great Creation: the formation of planet Earth, Moon, Sun, and the Stars, and the far reaching Universe. Then later, in microcosm, the Flora, Fauna, and even Homosapiens.

How did this great creation really happen? There are only two explanations. It was planned and produced by a Superior Power (GOD) or it just happened by an interaction of inanimate matter, and a portion, somehow, turned into living plants and animals.

EVOLUTION

Perhaps there was a Big Bang, and huge particles flew away at tremendous speeds, forming the basic substance of the stars. What a sight! And after billions of years, this celestial shrapnel cooled, and gases oozed out, and one little glob, whirling around a flaming sun, exuded a slimy goo that eventually became a soup of chemicals that decided to come to life and form tiny cells. These cells were able to reproduce, and every female has been trying to dodge them ever since.

Why did some of those flying particles from the Big Bang decide to bubble with fire, and glow, while others lay their dark and quiet? Some say that by Natural Selection the cells bump and grind their way to other forms, and in a few zillion years produced cold germs, bed bugs, flies, mice, skunks, elephants, giraffes, yes, and even Man. It was quite a trick.

Some billions of species and variations now exist. It makes a CVS cringe to think it was all done without a FAST Diagram! Not even a Job Plan! Not even an Evolutionist made it happen! Random Chance! Faith? It takes great faith to believe that scenario.

But they did come up with one of the most distinguished Draft Reports, "The Origin of the Species". A guy by the name of Darwin put it all together. Even Harvard bought it hook, line, and sinker, and now it is taught in schools throughout the world. The most creative project in history is now explained and used as the foundation for much of scientific thought, based on a World and Universe of survival of the fittest, without GOD! Politically Correct!

CREATOR/ GOD

It is hard to imagine the complexity of compounds such as DNA (deoxyribonucleic acid), coded with all of the details of the organism ( that even confused the OJ Simpson jury), were just accidents. As in any good Value study, let's challenge the concept. Ignoring the mammoth brain washing of the past century, and without going through the entire body of evidence at this time, just suppose the Evolutionists are wrong (and every scientific fact seems to indicate that they are), and just supposing there was an original Creator, and just supposing that you are that Creator, (probably one of your biggest promotions to date), how would you feel if you were pushed to the side and considered Politically Incorrect?

That is how the USA official policy has "evolved" in the past fifty years. Hypocritically, to be sure, for the lowly penny still has "IN GOD WE TRUST", they still have prayer at Presidential Inaugurations, and the hypocrites even open Congress each session with a prayer, but officially, "God" should be neither seen nor heard, beyond those superficial remnants of an earlier, naive National conscience.

We who teach and preach Creative Thinking, never dare mention the greatest Creator of all, for we are in a multi-cultural society and dare not "preach" any religion. But can we mention God? No, for it might offend one who does not believe in any God, so in not mentioning any God, we embrace a godless approach to all public activities. In effect, political correctness has made us all de facto "atheists".

Are we so sure that there is no God that we can dismiss the concept as being politically incorrect? Or can we make the assumption that God is inappropriate in the World of Science and Business to avoid hurting some persons feelings? As in any VE study, let's examine the facts. (Sounds like the Information Phase!)

POLITICALLY CORRECT

The Earth and Universe were either planned and formed by a Superior Being or they evolved from inanimate material without external direction. If by Evolution, there is no moral imperative, for there is no grand purpose; no grand audience to care. No Creator. For those persons believing in Godless Evolution, pursuing VE becomes a matter of survival, with only temporal concerns of money, acclaim, ego and similar earthly relationships. Is this the prevailing philosophy of SAVE? Have we declared God dead?

No, some say. We are neutral. Let's consider what Neutrality means. We favor no sides. For the Evolutionist, we mention no God. For those who believe in God, we mention no God! Is that Neutrality, or surrender?

Very cleverly the Evolutionist has sold the Public, Press, and Politicians the concept of "Political Correctness" as being the fair way to interact with a multi-cultural society, and thereby shunt God completely from the stage. Clever, and it will work, if they are correct and there is no God, but woe unto them, and all of us, if they are wrong. One concept of God, called the Bible, reminds us there will be "...the day of vengeance of our God". If He was mighty enough to create a universe, I hate to think of what His vengeance might be like. That same reference leaves no doubt as to where it stands, "In the beginning God created the heaven and the earth. And the earth was without form, and void; and darkness was upon the face of the deep.. And God said, 'Let there be light'".

## HIGHER ORDER FUNCTIONS

But I'm not worried about His vengeance. For I believe in a God who created it all, knows what it is all about, has rules, cares if the rules are kept, and truly loves His Creation, even me. I can understand His love, for in my small way, like any good CVS, I "love" the ingenious concepts that result from a VE workshop.

Practically, that makes me strive for what Larry Miles and Charles Byetheway called the "Higher Order Functions". They are those often neglected functions way at the left of the FAST diagram. These are the ones that really determine whether we are merely peddlers out for a buck, or whether we are professionals who care what our proposals do to the World we live in.

This means, for example, we don't just identify the function of a roof as "RESIST ELEMENTS", but we add such HIGHER ORDER FUNCTIONS as, "PRODUCE OXYGEN", "ADORN BUILDING", "CONSERVE WILDLIFE", "REMOVE CARBON DIOXIDE", "RETAIN PRECIPITATION", "BEAUTIFY CITY", "RESIST ULTRAVIOLET", "FEED (MIGRATORY) BIRDS, etc. Then our VE Proposal will not only call for the use of EPDM roofing membrane, but it will go on to suggest the addition of six inches of dirt on the membrane to plant grass seed, bushes, vines, and flowers.

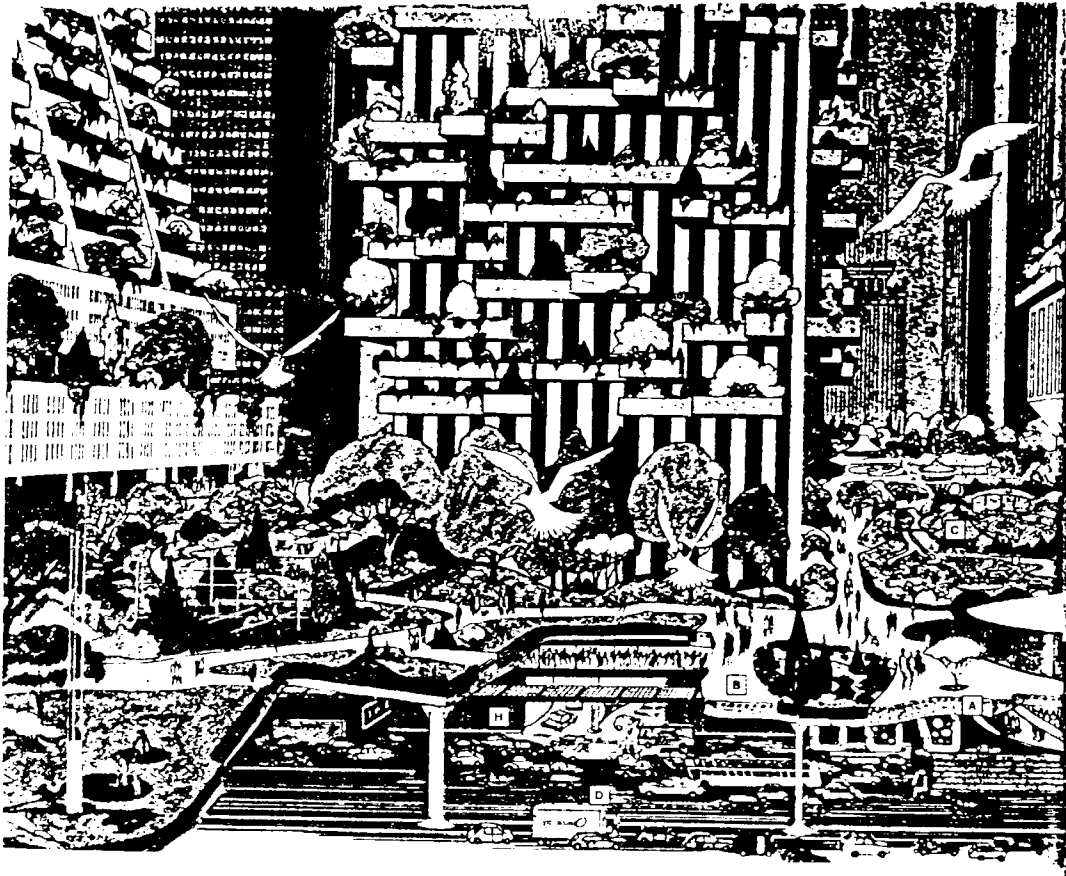
It makes all the difference in the world, and to SAVE, whether we believe in God and care for the consequences of the VE results on the community, or we ignore God and only save money for the benefit of the Owner/Developer. It is the difference between a wedding night and a "QUICKY" with a prostitute.

We want to get married, and live happily ever after. The World is rife with problems, from over population to the denuding of rain forests. VALUE can lift its sights and reach out to attack catastrophic problems. SAVE has the methodology. SAVE has the personnel. Have we the vision? Have we the dedication? Have we the resolve?

As for the vision, belief in a Creator/God will elevate the objectives of SAVE, so therefore, I nominate God as an Honorary Member of SAVE. But I'm broad minded and politically correct. If someone else wants to nominate "Elemental Ooze" or other symbol of the origin of the species, be my guest, "but as for me and my house, we will serve God".

So for the record,

I nominate God.  
Do I hear a Second?



VE MUST PURSUE HIGHER ORDER FUNCTIONS  
SUCH AS THE INFRASTRUCTURE OF CITIES