

August 24, 1995

National Aeronautics and Space Administration  
Procurement Office, Mail Code OP-AMO  
Kennedy Space Center, FL 32899

#### Unsolicited Proposal

Subject: Proposal for Four Seminars: *Blueprint Reading; Cost Estimating; Cost Engineering and Construction Management; and Aerospace Estimating*

I propose to offer four different construction and aerospace seminars with workbooks, drawings, and audio visual aids, such as, color slides, view graphs, videos, etc. The four seminars are:

1. "How to Read Blueprints, Plans, and Specifications Faster and Better," and "Introduction to Cost Estimating," a 12 to 20 hours, 3 to 6 day seminar (see enclosure). Seminar A - Part 1 - "3 Speeds, 14 Methods, 5 Reasons for Faster and Better Plan Reading."
2. "Intermediate Construction Cost Estimating," a 20 - 30 hours, 5 to 7 day seminar. "How to Make Cost Estimates - Budget & Detail Final Government/Bid Estimates Faster and Better;" "30 Ways With Over 30 Estimating Tools" (see enclosure). Seminar B - Part II.
3. "Construction Cost Engineering & Construction Management," a 20 - 24 hours, 5 to 6 day "Cost Control," "Plan and Scheduling, "CPM," "Conceptual Budget Estimate and Advanced Overview of Construction Programs" (see enclosure). Seminar C - Part III.
4. "Aerospace Construction and Ground Support Equipment (GSE) Cost Estimates, Budgets and Detail Cost Estimates," including, "KSC Cost Index," "Aerospace Construction Price Book," "Bidding Strategies," "New Exciting Aerospace Cost Estimating Tools," a 20 - 24 hours, 5 to 6 day seminar (see enclosure). Seminar D - Part IV.

These four unique and innovative aerospace construction and GSE estimating seminars are based on over 1,250 KSC aerospace bid projects of over \$1.3 billion with over 30 detailed case studies from the 4100 SF propellant component laboratory office facility, shuttle landing facility, LC-39, VAB, Launch Pads A and B, to the KSC Industrial Area, O&C building, Space Station Processing Facility, roads, utilities, operations and maintenance projects, over 25 aerospace cost estimating tools, including 250 cost indexes, four volume aerospace price books of Apollo, shuttle, and space station programs. These tools, papers, cost data all created, developed, and used very successfully by the seminar leader, Joe A. Brown, CCE, who is the only aerospace certified cost engineer AACE "Fellow." He has over 30 years of KSC aerospace cost engineering experience. This one-of-a-kind program is not available from any other source. This is a small business firm with very low overhead.

This proposal is unique and innovative because it provides new methods, tools, and information, cost data for teaching aerospace plan reading, and cost estimating, and cost engineering better, faster, and cheaper. Some examples - three speeds of plan reading - 14 methods, 30 ways for faster estimating, 28 new aerospace cost estimating tools, many estimating secrets, special aerospace studies on labor productivity, design costs, estimating costs, cost reductions, and value engineering, life-cycle cost, that have helped save NASA /KSC hundreds of millions to 4 billion dollars. Many of these unique innovative features are only documented in the seminar workbook, over 1000 color slides, over 300 view graphs, and in-classroom discussion. It is the only 4-part seminar program designed especially for aerospace plan reading and cost engineering from new employees to co-ops, technicians and experience engineers and managers, who may have 20 years experience. These seminars teach how to do it faster and better based on KSC lead cost engineers doing it successfully for over 20 years. A primary goal is the student needs - what they need to know, to do their jobs faster and better and thus save NASA time and money through teamwork and continuing education/training.

These seminars would be customized for your groups at a cost of \$350 - \$875 per student. First class or most cost effective depending on location of class - your facilities or mine - number of days, number of students, and your special needs, etc.

Some of the advantages of this program:

- Expert experienced seminar leader with over 25 successful seminars, over 30 years of construction, aerospace cost estimating, experienced Certified Cost Engineer, AACE International Fellow; successfully retired NASA/KSC Lead Cost Engineer.
- Saves you and your students time, travel, per diem, and money
- Most competitive pricing - customized for your needs
- Customized cost estimating workbooks with study problems and answers to solve here-and-now needs with downsizing - better, cheaper, faster - allows you to cross train your diversified work force
- Helps meet your continuing educational and professional requirements for individual development plans
- Saves you money - by having local instructor - no extra travel, per diem, already retired, yet having drafted five (5) volume workbooks, slides, view graphs, etc.

Some students' comments are: "Why didn't I get this 20 years ago?" "I didn't know I could learn so much so fast." "Your seminar helped my company make \$50,000.00 per year more."

These seminars are for engineers, managers, cost estimators, technicians, foremen, superintendents, craftsman, co-ops, trainees, procurement personnel, quality, reliability personnel, and anyone using plans, specifications and cost estimates, planning and scheduling cost control and cost reduction, change orders, claims, construction, inspections, designers, architects, and operational and maintenance personnel.

I have created and/or helped develop over 28 unique cost estimating tools; have published over 30 technical papers on cost engineering topics; and taught college credit, vocational and continuing education courses since 1965, with over 1,000 students from 17 different countries.

Please call or write which seminar you want, how many students, where you want the seminar, and when you want your first seminar - now - summer - fall - winter - spring 1996, and your special needs, etc.

Sincerely yours,

Joseph A. Brown, CCE

Enclosures:

Sample Seminar Programs, Part I - IV - A, B, C, & D

Resume/Biography of Seminar Leader

Sample Estimating Seminar Brochure

List of technical papers by seminar leader (over 30); List of previous seminars (over 25); List of five NASA technical briefs; List of copyrighted five-volume draft workbook

C: Mr. F. L. Nesbit, NASA, HR&D Branch  
w/attachments

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