

the  
**Henry  
Ford**

# effect

® A PUBLICATION DEDICATED TO THOSE WHO SUPPORT THE HENRY FORD

VOLUME 10 / 2017



**Creating the  
Next Generation  
of Innovators and  
Entrepreneurs**

ACTIVATING INSPIRATION THROUGH ACTION



# AMPLIFYING OUR ROLE IN AMERICA'S INNOVATION STORY

Dear Friends,  
In nearly 90 years, The Henry Ford has created many breakthrough experiences and exhibitions as we strive to activate imaginations and ignite that spark in every one of us. Our mission: Provide maximum access to our collections and stories of innovation that have changed the world, and inspire people to take action through what they have learned. To more accurately reflect this commitment, in January we decided to make a bold move, changing the museum name from Henry Ford Museum to Henry Ford Museum of American Innovation.

The museum has always represented ideas and innovations that changed the world, so including the word innovation in our name sharpens our focus to better serve all visitors — not only the 1.8 million that visited in 2016 (the second-highest attendance in our history) but anyone in the world who now goes online to view our digital collection or finds us through our TV show, *The Henry Ford's Innovation Nation*. At The Henry Ford, we're about telling stories and delivering experiences that inspire people to learn from America's traditions of ingenuity, resourcefulness and innovation to help shape a better future.

As you'll read in this issue of *The Henry Ford Effect*, the William Davidson Foundation was instrumental in making two new glass galleries a reality for us: The Davidson-Gerson Modern Glass Gallery was introduced last fall in the museum, followed in spring 2017 with the opening of the Davidson-Gerson Gallery of Glass in Greenfield Village.

To support our strategic plan, we've also expanded our board to support our ongoing efforts to attract new national partnerships and friends from across the country.

Thanks in large part to our board member and General Motors Company executive Mark Reuss, GM is one of those new partners making a difference in our transformation into a museum of American innovation that will help inspire future innovators and entrepreneurs to thrive.

These new experiences and partnerships would not be possible without the dedication and contributions of you, our generous supporters. Thank you for being a part of our journey.



*Patricia*

**PATRICIA E. MOORADIAN,**  
PRESIDENT AND CEO,  
THE HENRY FORD

PHOTO BY ROY RITCHIE

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## ON THE COVER

Hiroshi Yamano was one of four highly acclaimed glass artists who shared his creative process with Greenfield Village artisans and guests in 2017 as part of The Henry Ford's new artist-in-residence special programming.

PHOTO BY BILL BOWEN

# Where in the World?

Artifacts on loan speak to The Henry Ford's increasing global reach

Ask Patrice Fisher, The Henry Ford's loan coordinator, if 2016 was a busy travel year for artifacts belonging to The Henry Ford, and she will share a resounding "Yes." And she's quick to credit the ever-growing digital collection, which now gives unprecedented access to the artifacts, stories and mission of The Henry Ford to audiences around the world. "Because of our digitization efforts, requests for borrowing items have increased," she said. "While we've always had a small number of artifacts on exhibit set to go on loan, the website is giving institutions everywhere a look at thousands of items in our collections not previously seen."

In 2016, six artifacts from the exhibit floor were loaned for events and exhibitions. In comparison, dozens of artifacts in storage — from couture dresses from the Elizabeth Parke Firestone collection to equestrian/carriage harnesses and reins donated to The Henry Ford by Sarah Cooper Hewitt in the 1930s — were sent on loan for varying amounts of time to institutions dotting the globe from New Jersey and Berlin to Sweden and Portugal. Said Fisher, "Thanks to the generous support given to our digitization efforts and loan program, we have the ability to share so much more of The Henry Ford with a much greater audience."



**6 countries, 15 states, more than 200 of The Henry Ford's artifacts on loan, including:**



**1 MARCH ON WASHINGTON FOR JOBS AND FREEDOM, AUGUST 28, 1963, LINCOLN MEMORIAL PROGRAM**  
**Destination:** Paris, France, for exhibition in *The Color Line* at the Musée du quai Branly - Jacques Chirac.

**2 1967 FORD MARK IV**  
**Destinations:** United Kingdom for the 2016 Goodwood Festival of Speed; Plymouth, Michigan, for the 2016 Concours d'Elegance of America; and Pebble Beach, California, for the 2016 Pebble Beach Concours d'Elegance.

**3 2010 EDISON2 CONCEPT CAR AND 1917 FORD MODEL T**  
**Destination:** Cobo Center, Detroit, for the 2016 Shell Eco-marathon, a contest in which high school and college students compete to build the most fuel-efficient cars possible.

**4 1965 LOTUS-FORD**  
**Destination:** Indianapolis Motor Speedway, Indianapolis, for the 100th running of the Indianapolis 500 in 2016. The Lotus-Ford was the first rear-engine car to win at the Indy 500, making it one of the most significant cars in the race's history.

**5 PROTOTYPE EAMES FIBERGLASS CHAIR**  
**Destinations:** Umea, Sweden, for exhibition at the Bildmuseet in spring/summer 2016 and then on to Lisbon, Portugal, for display at the Museum of Art, Architecture and Technology, October 2016-February 2017. (Artifact remains on loan through early 2019.)

**6 COOPER HEWITT FAMILY REINS, BRIDLES, SADDLES, TEXTILES AND ASSOCIATED TACK**  
**Destination:** Ringwood Manor, Ringwood, New Jersey, for long-term exhibition in the carriage barn of the manor once owned by the Cooper Hewitt family.



# THE GIFT OF GLASS

Support from the William Davidson Foundation helps The Henry Ford engage visitors in the artistry of glass in unexpected and fascinating ways

By Jennifer LaForce

THE DAVIDSON-GERSON GALLERY OF GLASS BY ARISING IMAGES

The Henry Ford's glass collection, which consists of some 10,000 pieces, is now more accessible than ever to the million-plus people who visit The Henry Ford each year, with its story being shared through an extraordinary set of artifacts, experiences and intelligent programming, including:

- Two magnificent new galleries: Davidson-Gerson Modern Glass Gallery in Henry Ford Museum of American Innovation and the Davidson-Gerson Gallery of Glass in Greenfield Village.
- The acquisitions of the private glass collections of Bruce and Ann Bachmann and Byron and Dorothy Gerson.
- The careful conservation, curation and photography of thousands of glass artifacts for The Henry Ford's digital collection.

It's a story that The Henry Ford would never have been able to tell in such an engaging, revealing and inspiring way without the commitment, support and vision of the William Davidson Foundation, which has been a contributing donor to The Henry Ford since 2012.

"From the beginning, the William Davidson Foundation has connected with us in a special way," said Patricia Mooradian, president and CEO of The Henry Ford. "An early believer in our strategic mission to provide unique educational experiences based on authentic objects, stories and lives from America's traditions of ingenuity, resourcefulness and innovation, their support has given us the ability to pursue many of our latest initiatives."

Ralph Gerson, a member of the executive committee of the William Davidson Foundation and a member of the board of trustees for The Henry Ford, said that assisting in building the innovation platform at The Henry Ford fits closely with the desire of the foundation, established by his uncle William "Bill" Davidson, to support cultural centers that foster a climate of entrepreneurship. "We were keen on this idea of sharing the process

of innovation and how The Henry Ford wanted to make the process and actions behind it thematic to the museum and village," said Gerson. "We knew early on that we wanted to contribute to telling the story of American innovation."

For Gerson, letting others experience innovation through America's glass story has a deeply personal connection because his family's legacy is as the founders of Guardian Industries, one of the world's largest glass manufacturers. He grew up appreciating glass through both an industrial and artistic eye. He also watched his parents, Byron and Dorothy Gerson, build their own private glass collection, eventually becoming a glass collector himself.

"There is tremendous innovation and creativity in American art glass and how the artists apply different techniques and express themselves," said Gerson. "As a foundation, we want people to understand the skills and the great variety of American glass artists who are leaders in their fields. Our hope is that The Henry Ford continues to collect glass and stays current with the artists and the innovations. In terms of our foundation, we also hope to continue to work with and support The Henry Ford in telling these stories."

#### DID YOU KNOW? /

The studio glass movement, which originated in the early 1960s, is recognized as a turning point in the history of glass as artists explored the qualities of the medium in a studio environment.

Undoubtedly, the William Davidson Foundation's vision and leadership is helping The Henry Ford set the bar high for its glass collection as well as its overall purpose to inspire, engage and educate. "They are challenging others to rise to the occasion and act on our shared mission to make The Henry Ford a national and global platform for making America's stories accessible to people everywhere and of every ability," said Mooradian.

"We knew early on that we wanted to contribute to telling the story of American innovation."

— Ralph Gerson, William Davidson Foundation

## Artist-in-Residence Program

While The Henry Ford's new glass galleries were being designed and installed, another compelling conversation about glass took place.

Joshua Wojick, master glassblower at the Greenfield Village Glass Shop, and Charles Sable, curator of decorative arts, sought creative ways to make The Henry Ford's studio glass collection relevant to visitors. The duo wanted to give visitors the opportunity to make an even closer connection to the artistry behind the movement that generous donor families such as the Bachmanns, Davidsons and Gersons are so passionate about.

"We wanted to continue to build on the studio glass collection, build on its connections to The Henry Ford and create more of a story — our own story — that would be integrated into each object," said Wojick.

The seed for this idea was firmly planted in 2016 and grew into The Henry Ford's Artist-in-Residence Program, which celebrated its first year in Greenfield Village this past spring and summer.

Through the program, The Henry Ford invited four acclaimed glass artists — Hiroshi Yamano (below), Herb Babcock, Marc Petrovic and Janusz Pozniak — to make the Greenfield Village Glass Shop their temporary studio. During their visits, they worked with village glass artists and gave visitors a close-up view of their creative process. As a parting sentiment, the artists were asked to leave a one-of-a-kind finished piece behind, adding their own chapters to the evolving story of The Henry Ford's glass collection.

"The program opened up our studio for the first time," said Wojick. "It really gave us a chance to show visitors how contemporary artists work, implement designs, collaborate and meld concepts into the physical."



▲ Leading Japanese glass artist Hiroshi Yamano shares his creative process with Greenfield Village artisans and guests to the Glass Shop as part of The Henry Ford's new Artist-in-Residence Program.

PHOTO BY BILL BOWEN



**WONDERFUL SERENDIPITY**

Charles Sable, The Henry Ford's curator of decorative arts, said, "The Henry Ford's present-day glass story is the result of a combination of vision, passion, artifacts and action that really took its final shape when Dorothy Gerson came to The Henry Ford in 2014 on behalf of the Davidson and Gerson families to see a selection of glass artifacts." Dorothy Gerson is the sister of the late William Davidson.

During this visit, she was introduced to glass from the early 20th century as well as the impressive studio glass collection The Henry Ford had recently acquired from Chicago philanthropists Bruce and Ann Bachmann. An avid fan and early collector of studio glass, she was immediately taken with the Bachmann collection, an amazing encyclopedia of the studio glass movement that began in the early 1960s.

"I really did not understand the depth and quality of The Henry Ford's glass collection until I made that visit," said Dorothy Gerson. "Afterward, I was encouraged that this was a place where my love of art glass and my own collection would be appreciated, understood, respected and cared for."

Soon after that meeting with Dorothy Gerson, The Henry Ford's vision to open not one but two new glass galleries was set in motion with a generous grant from the William Davidson Foundation. The grant was made in memory of the foundation's namesake and in honor of Dorothy Gerson and her late husband, Byron Gerson.

"The William Davidson Foundation was extremely generous," said Sable of the partnership. "Their enthusiasm and commitment to expedite this project propelled us forward."

Just two years later, in October 2016, the Davidson-Gerson Modern Glass Gallery celebrated its grand opening in the museum. In late spring 2017, the Davidson-Gerson Gallery of Glass in Greenfield Village also started welcoming visitors (see sidebar on Page 7). For the Gerson family and the William Davidson Foundation, the names given to these now open exhibition spaces is rare and significant. "We are extremely selective about grants where the undertaking uses family names such as Davidson or Gerson," said Ralph



Gerson. "We try to reserve this for projects that we believe are long-term, of very high quality and might have significant impact. We felt this way about the glass galleries at The Henry Ford. They are a tour de force that show glass to its best advantage — that glass is remarkable yet approachable."

Spence Medford, vice president and chief advancement officer for The Henry Ford, added that the generous support from the William Davidson Foundation made something that could have been decades away a reality today. "We knew we needed a place to showcase our glass collection and bring it to life," said Medford. "Because of the William Davidson Foundation, you can now see glass being made in Greenfield Village's Glass Shop and then see historic glass of a world-class nature in our two galleries. Together, these experiences will be transformative for our guests for years to come."

The installations in both the museum and village present the work of key artists through The Henry Ford's unique perspective of history, science, resourcefulness, and ingenuity. Said Mooradian, "With these exhibitions, we will be able to educate and engage millions of visitors each year through the amazing story of American glass and how studio glass as an art form informs contemporary American culture."



▲ At top: Dorothy Gerson, sister of the late William Davidson and an honoree of the Davidson-Gerson Gallery of Glass in Greenfield Village, appreciates the depth and artistry of the glass collection with The Henry Ford's Aimee Burpee (left) and Charles Sable, curator of decorative arts, during a private preview of the new Davidson-Gerson Gallery of Glass. Inset: Ethan Davidson (wearing hat) of the William Davidson Foundation mingles with Darin McKeever, also of the foundation, and other guests at the village gallery's opening event. Studio glass sculptures from artist Marvin Lipofsky (opposite page at top) are among the works showcased in the museum's Davidson-Gerson Modern Glass Gallery. President and CEO Patricia Mooradian (opposite page at bottom) shares excitement about the village gallery opening with Danielle Olekszyk of the William Davidson Foundation.

"We believe that from a development and economic standpoint, cultural destinations such as The Henry Ford are a key part of the economic health and quality of life of an area."

— Ralph Gerson, William Davidson Foundation

PHOTOS BY ARISING IMAGES EXCEPT WHERE NOTED



PHOTO BY KMS PHOTOGRAPHY



**DID YOU KNOW? /** The Bachmann studio glass collection donated to The Henry Ford consists of approximately 300 pieces and represents 155 artists.



FROM FAR LEFT: TUMBLERS, CIRCA 1960; FLASK, 1815-1817; AT RIGHT: UNTITLED FROM RELATIONSHIP SERIES BY RICHARD ROYAL, 1997; FROM THE HENRY FORD ARCHIVE OF AMERICAN INNOVATION

**What's Inside**

**THE DAVIDSON-GERSON MODERN GLASS GALLERY**

in Henry Ford Museum of American Innovation was made possible through a generous grant from the William Davidson Foundation. It features the Bachmann studio glass collection, generously donated to The Henry Ford by Bruce and Ann Bachmann, along with pieces from The Henry Ford's glass collection.

"This gallery is a deep dive into how studio glass unfolded," said Charles Sable, curator of decorative arts at The Henry Ford. "It's the story of the combination of science and art that created a new and innovative chapter in the history of glass."

- The gallery features 180 artifacts on display and includes:
- Early examples and experimental studio glass "blobs," some created on-site in Greenfield Village.
  - The unique story of perseverance of studio glass pioneer Paul Stankard, who dreamed big and didn't quit.
  - A section on mass-produced glass influenced by the studio glass movement and sold by retailers such as Crate and Barrel and Wayfair.com.

**THE DAVIDSON-GERSON GALLERY OF GLASS**

in Greenfield Village was also made possible thanks to the generous support of the William Davidson Foundation. The gallery is home to 700 glass artifacts from the collection, along with significant donations from Bruce and Ann Bachmann and Byron and Dorothy Gerson.

"It is a state-of-the-art presentation of elegance, poetic storytelling and extraordinary works of glass," said Patricia Mooradian, president and CEO of The Henry Ford.

The gallery illustrates the history of American glass, from its origins in the 18th century through the rise of American industry in the 19th century. The exhibit continues, showcasing mainstream glass in the 20th century, followed by highlights of the studio glass movement. The installation includes:

- Early American, pressed and art glass.
- A display of more than 350 early American glass bottles and flasks.
- A dedicated studio glass display that showcases pieces from artists such as Dominick Labino, Toots Zynsky and Dale Chihuly.





# AN ALLIANCE OF AUTOMOTIVE GENIUS

General Motors' partnership will help The Henry Ford share transportation's many milestones and inspire all to consider what's next for mobility

By Bernie Brooks

This fall, visitors to Henry Ford Museum of American Innovation might be surprised to discover an unexpected name prominently displayed within America's greatest history attraction: General Motors — The Henry Ford's newest Partner in Innovation.

Cemented with an incredibly generous gift, this new partnership with GM is more than a single act of philanthropy. It is a working relationship born out of the collegiality of competitors in a field that thrives on constant innovation and built upon a foundation laid during a meeting at the General Motors Heritage Center a few years ago. There, The Henry Ford Trustee Edsel B. Ford II, along with representatives from The Henry Ford, connected with Jim Campbell and Mark Reuss, two General Motors' executives with deep roots in the company's racing program. With Edsel B. Ford II's support, those present at that meeting began working to bring General Motors on board alongside Ford Motor Company to further The Henry Ford's ongoing efforts to tell stories of innovations in transportation and mobility.

"It's the first time these two huge, global companies are working together on a project of American innovation through a major world-class museum," said Christian Øverland, executive vice president and chief historian of The Henry Ford.

Reuss also joined The Henry Ford's board of trustees, a historic addition further chipping away at the common misconception that The Henry Ford's automotive collection and archives are primarily representative of Ford Motor Company. "I consider it a privilege to be on the board," stated Reuss. "The Henry Ford is one of our local treasures here in the Detroit area, drawing people from around the world as it spectacularly fulfills its mission to be the chronicler and keeper of American innovation, while educating and inspiring future innovators."

For the GM executive, the new partnership and relationship with The Henry Ford is a professional as well as personal accomplishment. Reuss admits that early childhood visits to The Henry Ford helped propel him toward a career in the automotive industry. "The Henry Ford and Ford Motor Company have always been and will always be inextricably linked," he said. "There's no getting around that. It's right on the sign. But the museum is a celebration of American innovation, particularly in the mobility space, and you can't tell that story without General Motors."

GM's part in telling America's stories of innovation will now have a more prominent position at The Henry Ford as the Museum Gallery becomes known as "The Gallery — by General Motors." It's in this space that The Henry Ford showcases temporary

## GM VEHICLES ON VIEW

The Henry Ford has many General Motors vehicles in its collection, several currently on display in the *Driving America* exhibition in Henry Ford Museum of American Innovation. Included are:

- 1927 LaSalle Roadster
- 1937 LaSalle Coupe
- 1955 Chevrolet Corvette
- 1955 Chevrolet Bel Air
- 1956 Chevrolet Bel Air
- 1959 Cadillac Eldorado Biarritz
- 1960 Chevrolet Corvair
- 1963 Buick Riviera



1959 CADILLAC ELDORADO BIARRITZ (TOP) AND 1927 LASALLE ROADSTER FROM THE HENRY FORD ARCHIVE OF AMERICAN INNOVATION



PHOTO BY KMS PHOTOGRAPHY

exhibits — highlighting everything from musical masterminds The Beatles to font studio House Industries and film giant Pixar Animation Studios to reveal the processes and mindsets behind their creativity and ingenuity.

"We wanted GM to be aligned with a definitive space on the floor of Henry Ford Museum of American Innovation," said Patricia Mooradian, president and CEO of The Henry Ford. "A place that is full of open-mindedness, a place that The Henry Ford utilizes to keep things fresh, relevant and to draw in new audiences."

### A FITTING PARTNER

Indeed, General Motors' history as a driver of innovation dovetails perfectly with Henry Ford Museum of American Innovation's mission, from its founding in 1908 by Billy Durant as a new corporation to the Oldsmobile engine in the Belly Tank Lakester and its recent technological achievements

in NASCAR, which, along with developments in racing by Ford Motor Company and others, are sure to have an impact on consumer automobiles of the future.

"When Edsel B. Ford II, Jim Campbell and Mark Reuss are walking down the track, they're talking to each other, they're colleagues — and to listen to them talk about their ideas of how to advance the world of racing and how that will impact cars of the future is quite amazing," said Øverland. "For us to be able to tell not just their past but their future, too, is really important to us. You need to refresh and be relevant. I think GM as our partner — offering cars, engines and other artifacts to keep us relevant — is a terrific addition to The Henry Ford."

Reuss easily shared that sentiment. "GM is thrilled to have space at The Henry Ford to show some of our contributions to the world of transportation and to motor sports in particular. It's a great fit for us."

"GM as our partner — offering cars, engines and other artifacts to keep us relevant — is a terrific addition to The Henry Ford."

— Christian Øverland, executive vice president and chief historian, The Henry Ford



▲ At top: Representatives of The Henry Ford, General Motors and Ford Motor Company, among others, marked the significant addition of GM as The Henry Ford's newest Partner in Innovation last winter at the "Ford and General Motors Supplier Event: An Unprecedented Gathering of Leaders in Mobility." In attendance at Henry Ford Museum of American Innovation (from left) were Jim Campbell, U.S. vice president of performance vehicles and motorsports, General Motors; Mark Reuss, executive vice president, global product development, purchasing and supply chain, General Motors; Patricia Mooradian, president and CEO, The Henry Ford; Henry Ford III, global marketing manager, Ford Performance; and Hau Thai-Tang, executive vice president, product development and purchasing, Ford Motor Company. Above: Chevrolet Corvette C7.R Race Car, on loan from General Motors December 2016-July 2017, was proudly displayed on the museum's exhibit floor during the supplier event.



### LIMITED ENGAGEMENT EXHIBITIONS COMING IN 2018 TO THE GALLERY — BY GENERAL MOTORS

**The World of Charles and Ray Eames**  
May 5-September 3, 2018  
**Rockwell, Roosevelt & the Four Freedoms**  
October 2018-January 2019

All programs and dates are subject to change.



# No Boundaries

Sensory-friendly programming adds another layer of accessibility to The Henry Ford experience

By Bernie Brooks

For many, flashing neon lights, train whistles and crowds of excited guests are cherished parts of a visit to Henry Ford Museum of American Innovation, Greenfield Village and the Ford Rouge Factory Tour.

For adults and children with ASD (autism spectrum disorder) and other sensory-processing disorders, however, these aspects of The Henry Ford experience can be overwhelming and distressing. Recognizing this, The Henry Ford has collaborated with the Autism Alliance of Michigan since 2013 to “better understand the characteristics of ASD and how to better communicate with someone on the autism spectrum,” said Caroline Braden, accessibility coordinator at The Henry Ford.

Initially, this vision manifested in The Henry Ford staff receiving autism training and the creation of downloadable social narratives — pre-visit planning materials, which, Braden said, “use pictures and text to walk families through a visit by describing the sights, sounds, smells and things to touch or taste that they may encounter.” Following the creation of Braden’s position in 2015, she also visited museums known for their ASD accessibility programs and began researching and developing focused programs for individuals with ASD visiting The Henry Ford.

In April 2016, The Henry Ford partnered with the Michigan Science Center, Detroit Institute of Arts, Charles H. Wright Museum of African American History, Autism Alliance of Michigan and The Color of Autism Foundation for the first Sensory-Friendly Saturday held on campus during Autism Awareness Month. Since then, The Henry Ford has continued to hold these events on its own, aligning with its overall strategic vision to make its collections, experiences and stories of resourcefulness, ingenuity and innovation accessible to people of all abilities.

**DID YOU KNOW? /** Over the past two years, approximately 1,500 individuals have been impacted by sensory-friendly programming at The Henry Ford.

◀ Declan Seely of Grand Rapids, Michigan, finds wonderment in blowing bubbles with The Henry Ford presenter Ron Kozdon. The bubble station was set up in Greenfield Village as part of The Henry Ford’s Sensory-Friendly Saturday programming, which is designed to give families with children with autism and other special needs a more pleasurable experience during their visit. Programming includes designated quiet zones, customized activities and the use of aids such as the noise-canceling headphones Declan is wearing.

PHOTO COURTESY OF THE PRESS & GUIDE



"Guests can expect designated quiet areas with signage marking them as calming spaces; select loud sounds turned down or off; sensory-friendly maps showing areas with loud sounds, bright lights, quiet areas and activities; noise-canceling headphones available to rent; and hands-on activities designed for children with a range of abilities," Braden explained.

#### ALL-INCLUSIVE EXPERIENCE

Sensory-friendly offerings are evolving as The Henry Ford endeavors to meet the accessibility needs of its guests. "It is a goal to expand our capabilities to offer early openings and/or other exclusive times for families with kids with ASD and other special needs in all of our venues. Additionally, [creating] programming that would draw in and benefit teenagers and young adults with autism is another goal for the future," said Braden, who noted that the support of donors and philanthropic initiatives such as Ford

Motor Company Fund have helped make such programs possible and can only help The Henry Ford grow even more in the accessibility arena.

Thus far, these events have been met with interest and enthusiasm from donors, members and guests.

"I recently talked to one guest who has been a member for years and has a son with ASD," said Braden. "She said that visiting The Henry Ford was very instrumental in her son's growth and development."

Braden has spoken at regional and national conferences over the past couple of years to raise awareness of accessibility programs and initiatives such as Sensory-Friendly Saturdays. "It is important that we continue to offer sensory-friendly programming on a regular basis throughout the year since it benefits families," she said. "Parents feel more comfortable bringing their children knowing that staff has been trained and that we have put offerings in place with them in mind."

#### CUSTOMIZED FOR A CAUSE

The Henry Ford's sensory-friendly hands-on activities are carefully designed with tactile input in mind. Quiet match games (below) allow participants to sit, touch and group together photos of artifacts in the museum. In another tactile activity (opposite page at top), guests are encouraged to dig for toy cars and other objects in a bin of beans. "Research has shown that this type of activity is not only calming for kids with autism but also helps them focus," said The Henry Ford's Caroline Braden.

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## SENSORY-FRIENDLY SATURDAYS

at The Henry Ford are free for members or included with the price of admission. They can include:

- **Select loud sounds turned off or down** in Henry Ford Museum of American Innovation.
- **Hands-on activities** designed for children with a range of abilities that are located in quieter areas.
- **Sensory-friendly movies** (in which the lights are turned up and the sound is turned down) at Giant Screen Experience.
- **Event maps** showing locations of loud sounds, bright lights and quiet zones in the museum, village and on the Ford Rouge Factory Tour.
- **Noise-canceling headphones and earplugs** available for guests to use.
- **Quiet zones** marked off by signage as calming spaces for guests.



"Parents feel more comfortable bringing their children knowing that staff has been trained and that we have put offerings in place with them in mind."

— Caroline Braden, accessibility coordinator, The Henry Ford

PHOTO BY KMS PHOTOGRAPHY

## Tactile Tours

Museum and gallery attractions are heavily reliant on the sense of sight. Generally, labels are used to describe and explain artifacts that guests are meant to look at. As a result, a museum visit can seem like a daunting prospect for blind and visually impaired guests. In an effort to further improve accessibility, The Henry Ford offers Tactile Tours at Henry Ford Museum of American Innovation and has developed customized resources for guests visiting Greenfield Village and the Ford Rouge Factory Tour.

Caroline Braden, accessibility coordinator at The Henry Ford, explained: "Our standard Henry Ford Museum of American Innovation Tactile Tour provides background and context on our collections, as well as detailed descriptions and opportunities to touch various artifacts without wearing gloves — including the Rosa Parks Bus, Dymaxion House, Allegheny Locomotive and Build a Model T — and select cars in the *Driving America* exhibition while wearing gloves. We also have several tactile models of artifacts — some of which were 3-D printed — that we include on these tours. Additionally, staff has received low-vision training and tips for interacting with people who are blind or visually impaired."

*Tactile Tours are included with admission to Henry Ford Museum of American Innovation and can be scheduled by contacting the Call Center at 313.982.6001. Tours should be scheduled three weeks in advance.*



**TOUCHING TIME**  
During scheduled Tactile Tours in Henry Ford Museum of American Innovation, individuals who are visually impaired are given unique opportunities to interact with artifacts and staff, as well as participate in activities heavily focused on sense of touch.



PHOTO BY KMS PHOTOGRAPHY

## The Henry Ford Operating Revenue (in thousands)

	2016 (unaudited)	2015
<b>ADMISSIONS</b>	<b>\$13,260</b>	<b>\$12,987</b>
<b>MEMBERSHIP</b>	<b>\$6,272</b>	<b>\$5,643</b>
<b>RESTAURANTS + CATERING</b>	<b>\$13,771</b>	<b>\$13,658</b>
<b>RETAIL</b>	<b>\$1,444</b>	<b>\$1,445</b>
<b>OTHER EARNED INCOME</b>	<b>\$8,676</b>	<b>\$8,126</b>
<b>GIFTS + CONTRIBUTIONS</b>	<b>\$3,972</b>	<b>\$4,520</b>
<b>INVESTMENT INCOME</b>	<b>\$15,800</b>	<b>\$15,196</b>
<b>OTHER</b>	<b>\$1,575</b>	<b>\$1,645</b>
	<b>\$64,770</b>	<b>\$63,220</b>

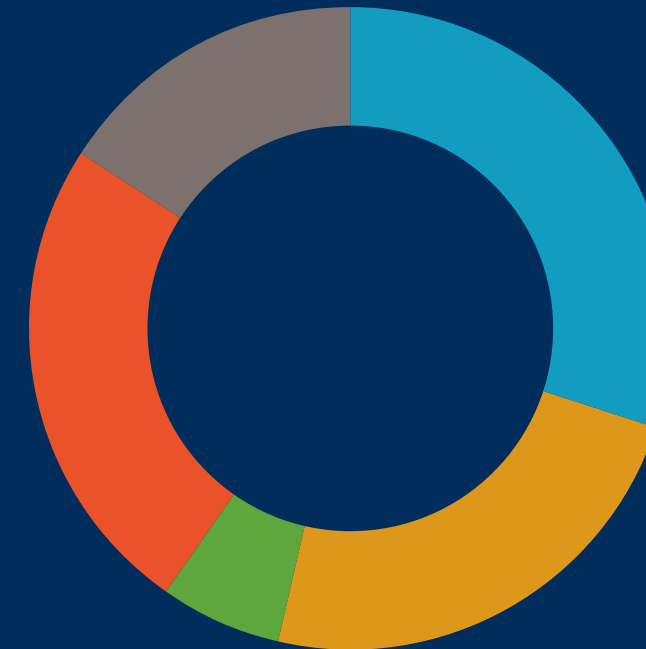
## Operating Expenses (in thousands)

	2016 (unaudited)	2015
<b>PROGRAM</b>	<b>\$54,420</b>	<b>\$53,031</b>
<b>ADMINISTRATIVE</b>	<b>\$6,323</b>	<b>\$6,522</b>
<b>DEVELOPMENT + MEMBERSHIP</b>	<b>\$2,604</b>	<b>\$2,686</b>
	<b>\$63,347</b>	<b>\$62,239</b>
<b>CAPITAL INVESTMENTS</b>	<b>\$1,249</b>	<b>\$891</b>
<b>SURPLUS (DEFICIT)**</b>	<b>\$174</b>	<b>\$90</b>

**Total giving to The Henry Ford last year reached \$24 million, which includes gifts and contributions to the operations shown above.**

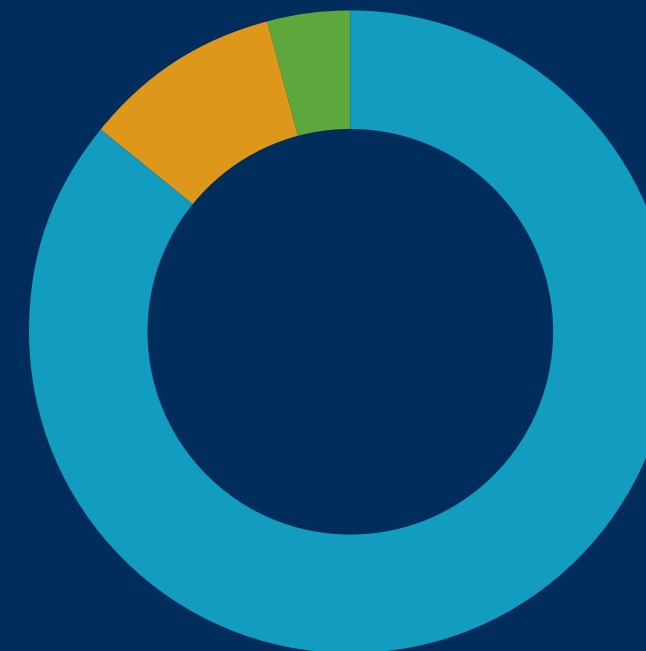
Fundraising expenses as a percentage of total revenue: 4.02%  
 Fundraising + administration expenses as a percentage of total revenue: 13.78%

\*\*Note: Excludes depreciation



## 2016 Operating Support + Revenue

PROGRAM REVENUE 30.2%  
 RETAIL + FOOD SALES 23.5%  
 GIFTS + CONTRIBUTIONS 6.1%  
 INVESTMENT INCOME 24.4%  
 OTHER 15.8%



## 2016 Operating Expenditures

PROGRAM 85.9%  
 ADMINISTRATIVE 10%  
 DEVELOPMENT + MEMBERSHIP 4.1%





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 Blue Cross Blue Shield of Michigan  
 BorgWarner Automotive, Inc.  
 Brandt Street Properties  
 C. F. Burger Creamery  
 Capuchin Ministries  
 Carhartt, Inc.  
 Citizens Insurance  
 Clark Hill PLC  
 Dearborn Federal Savings Bank  
 DENSO International America, Inc.  
 Dignitas Inc.  
 Domino's Pizza, Inc.  
 Dresner Foundation  
 E.W. Grobbel Sons, Inc.  
 Garden City Hospital  
 Gordon Food Service  
 Grunwell-Cashero Co., Inc.  
 HelloWorld  
 Henry Ford Village

Henry Ford Village Wellness Center  
 Hino Motors  
 Honigman Miller Schwartz and Cohn LLP  
 The Ideal Group  
 JARC  
 J.S. Clark Agency, Inc.  
 Kelly Services  
 KPMG  
 Kuka Flexible Production Systems  
 Lear Corporation  
 Lee Industrial Contracting  
 Leimenstoll Services  
 LOC Federal Credit Union  
 Madonna University  
 Marathon Petroleum Co.  
 Michigan Credit Union League  
 Michigan First Credit Union - Lathrup Village  
 MPRO  
 MTU America, Inc.  
 Oasis Advanced Engineering, Inc.  
 Pentastar Aviation, LLC  
 PepsiCo Foodservice  
 Peter Basso Associates, Inc.  
 Peterson Spring  
 Plante & Moran  
 Printwell Printing Co.  
 Ramco Gershenson  
 Real Integrated  
 Rockford Carving Co.  
 Seco Tools, Inc.  
 Starfish Family Services  
 Starting Point  
 Sumitomo Corporation of America  
 Sysco Food Services  
 Thompson Foundation  
 Vector Cantech Inc.  
 Village Ford  
 Walbridge  
 Wayne RESA  
 Zeal Credit Union  
 Zingerman's

**By supporting these organizations, you are also helping The Henry Ford fuel the spirit of American innovation and inspire an entrepreneurial, can-do culture.**

If your company is interested in investing with The Henry Ford through strategic partnerships, sponsorships or corporate membership, please call 313.982.6028 or email [sponsorship@thehenryford.org](mailto:sponsorship@thehenryford.org).



# Volunteers

Our indispensable volunteer corps gave 77,580 hours of service in 2016, the equivalent of 37 full-time employees. Of the 539 volunteers in 2016, the individuals listed below contributed 100 or more hours of service.

# 77,580

hours of service were given by our volunteer corps.

Shelby Adkins	Robert Bott	Sue DeLage	Greg Franko	William Hope	Patricia Lenzion	Margaret Monrief	Jack Reitsma	Jane Sumner	Grace Wangbickler
Debra Alred	Susan Brochu-Hoshield	Vicki Demarco	Jill Franks	Yvonne Hudak	Adeline Levine	Kathleen Moore	Patricia Reitsma	Marcia Sutka	Lee Watson
Alice Anderson	Mark Brown	Marie Derrick	Marion Frehse'e	Kenneth Hughes	Susan Lolli	Lawrence Murray	Christy Rieberger	Norma Swires	David Watts
Paula Anderson	Ruth Bruce	Andrew Dervan	Kenneth Fussell	Felix Hurt	Donald Lopinski	Leona Naiki	Margaret Ritter	Darlene Taylor	Kenneth Weaver
Kathleen Andreas	Henry Burger	Marcus Dickson	Marilyn Galante	Judy Janzen	Debra Luczkowski	Emily Nietering	Merritt Robertson	Bonnie Theisen	Charles Webster
Kacie Antonishak	Cheryll Burgess	JoAnn Dionne	Gil Gallagher	Ann Jenkins	Glenn Lysinger	Sam Norello	Dale Roeseler	Constance Thompson	Mildred Webster
Gordon Arndt	Beverly Butler	Orazio DiRezze	Ruth Gatza	Christine Jeryan	Patrick MacDonald	Marilyn Norgrove	Samuel Rood	Ronald Tiburzi	Larry Wegrzyn
Doris Bachert	Peter Caldwell	Kathleen Dombrowski	Carmen Gentilcore	Nancy Johns	Helene MacMillan	Herman Norwood	William Samland	Gary Tisdale	Melicent White
Robert Bailey	Maxine Callaghan	Robert Downing	Rebecca Goodenow	Frank Jones	Douglas Maisonville	Mose Nowland	Sally Sayed	Robert Topping	Martha Whitfield
Bill Balwinski	Eugene Campbell	Margaret D'Pulos	Leo Gorajek	Judith Kirsch	Jim Maki	Ahmed Obeid	Lisa Scafidi	Irma Torres	Frank Wiecha
Jane Balwinski	Kitty Chelemen	Ted D'Pulos	Maria Gramer	Margaret Kish	Paul Mallie	Joseph Oldenburg	Suzanne Schaeffer	Margaret Triplett	Irene Wiecha
Paul Barbieri	Catherine Cheslak	Jeanette Dubrul	Karen Greig	Caroline Klassa	Jona Maranian	Beverly O'Neill	Eric Schillinger	Edward Tumas	David Wilkening
Victoria Barbieri	Michael Choffnes	Suzanne Edick	David Gruska	Calvin Knopf	Anthony Marsilio	Patricia Orr	Sharon Sellepack	Larry Turek	Linda Wuff
Veronica Beaudry	Jeannette Chumita	Gerald Eising	Barbara Hall	Alexandra Konwinski	Kathy Marx	Gerald Otto	Todd Seroka	Lynda Ufer	Dolores Yesh
Douglas Beaver	Larry Cingel	John Engfehr	Holbert Hamrick	Joyce Kopp	Eileen Matuszewski	Andre Palardy	Miriam Shaw	Carlene Umstead	Richard Yesh
Patricia Beggs	Allan Collins	Deborah Evans	Catherine Hanes	Karen Krepps	Deborah McLellan	Anna Palardy	Joan Sheridan	Jim Urbanski	James Youmans
Robert Beggs	Pauline Colston	Therese Faletti	Ronald Hanes	Orlana Kukic	John Meconi	Barbara Perry	Alice Skelly	Mary Ushman	Kathy Youngheim
Marie Bellissimo	Robert Cook	Francis Falkowski	Mary Hannah	Chris Kulick	John Merriman	Sally Picklo	Arthur Sobiechowski	Matthew Valant	
Eric Bergmann	Mary Lou Corrigan	Roger Faust	Jay Harris	Brian Kutscher	Joy Michalsen	Gene Pluhar	Norman Spohler	Dona Venne	
John Berry	Vickie Cummings	Michael Fenchel	Marion Harris	Maureen Ladasz	Sandra Milani	Leonard Porter	Susan Standafer	James Vince	
William Bialkowski	Juanita Davis	Michael Fogarty	Rita Hill	Carolyn Lashchuk	Charles Mitchell	Ronald Priestaf	Debbie Stanislawski	Steven Vozella	
Denise Bigelow	Andrew Dayfield	Maxine Fontana	Susan Hill	Jane Latessa	Jill Mohr	John Prosyniuk	Monica Starrett	Anthony Wade	
Douglas Blake	Harvey Dean	Linda Ford	William Hischke	Laura Lee	Cheri Montreuil	Brenda Purkiss	Carol Steiner	James Wagner	
Mary Boldt	Sharon Dean	Kathleen Fox	Robert Hitchens	Peter Lee	Clifford Montreuil	Deborah Rathbun	William Stewart	Melody Walters	



**Thank you to our 2016 supporters.**

Want to add your name to the 2017 Honor Roll?  
Give today at [thehenryford.org/support](http://thehenryford.org/support).



the Henry Ford

Take it forward.®

# Support the next generation of innovators and entrepreneurs

**Upgrade to a Donor Society membership**

**Be that change maker — the one that helps enrich the community. Together we can give people a place to be inspired and energized.**

Donor Society membership benefits include VIP parking, priority access to signature events, exclusive behind-the-scenes tours and an invitation to the annual President's Dinner.

Learn more at [thehenryford.org/societies](https://thehenryford.org/societies).



# PROGRESS REPORT

Your generosity helps us build on our unparalleled collections and expertise to share knowledge and stories and deliver experiences that inspire people to learn from America's traditions of ingenuity, resourcefulness and innovation to help shape a better future.

**Gain Perspective by Learning 18**

**Get Inspired by Doing 22**

**Make History by Sharing with Others 24**



# ILLUMINATING ENTREPRENEURS

Doug and Renata Storer experience the positive effect of being featured on *The Henry Ford's Innovation Nation*

By Bernie Brooks

"I was out on an early morning run in the dark. It was two weeks before the NYC Marathon, and I stepped in a pothole I couldn't see. I tripped and I had an injury, and I ended up missing the race. So I had a lot of time to sit at home and think about how runners could be safer," said Doug Storer, CEO and co-founder with his wife, Renata, of Night Runner 270.

It's a Saturday morning, and Storer is explaining the genesis of his company's signature product — a pair of "headlights" you clip to your running shoes that provide the wearer with 270 degrees of illumination — to some 1.6 million people watching TV in America. It's an opportunity most inventors never get, and it's a key reason why The Henry Ford decided to collaborate with multiple innovators and entrepreneurs to create its TV show, *The Henry Ford's Innovation Nation*.

As Patricia Mooradian, The Henry Ford's president and CEO, said early on about the show's purpose, "It's designed to be a celebration of innovation, an educational tool that engages and connects viewers to our stories of the past as well as those happening today all over America. It's a way for us to take an active part in priming an entire generation of young minds to become the leaders and innovators of tomorrow."

For donors who have actively supported The Henry Ford's mission to amp up its portfolio of engaging educational tools that help people learn how to think and act like innovators, the show is certainly an example of mission accomplished. Since its debut as part of the CBS Saturday morning lineup in 2014, *The Henry Ford's Innovation Nation* has carved out a niche for itself as a high-quality educational program, earning two Daytime Emmys and a total of four nominations in the process. The show has also drawn visitors to The Henry Ford from all over the country.

And just as the show shines a spotlight on The Henry Ford's incredible collections, it likewise illuminates the work of entrepreneurial inventors who might otherwise go unnoticed amid the din of social media and the internet at large, giving them ample opportunity to move from the garage to the boardroom.

## SPREADING THE WORD

The Storers' Night Runner 270, initially crowdfunded via Kickstarter and researched and developed on a kitchen table, exemplifies the positive effect *The Henry Ford's Innovation Nation*

can have on a young business. "Our airing on *The Henry Ford's Innovation Nation* happened after only one month of being on the market," said Storer. "We were surprised to generate more than 300 sales in just one day due to the exposure."

The couple added in an email: "The *Innovation Nation* audience is made up of forward-thinking early adopters, which is great for us being a relatively unusual product. Those 300-plus customers were among the first to go out, use our product and spread the word. Without them, we would have experienced much slower growth in the early days of our company."

The Storers were both pleased and impressed with the way the show presented their product and the story behind it. "It [the segment] really encapsulated the spirit of innovation of Night Runner 270," said Storer. "The episode showcased our journey from the aha moment all the way through 'lights on feet' with accuracy and wit."

By treating the innovations it features with an inquisitiveness and degree of respect one might reserve for an artifact in The Henry Ford's collection, *The Henry Ford's Innovation Nation* gives showcased innovators a leg up in a marketplace crowded with consumer goods. "Being on the show validated our business and instantly accelerated sales," said Storer.

In fact, the segment's airdate conveniently coincided with Night Runner 270's debut at the New York City Marathon Expo. "Several people stopped at our booth and said, 'I just saw you on *Innovation Nation* this morning,'" remembered Storer, who has since sold more than 35,000 units to customers in 50 states and 44 countries.

**DID YOU KNOW? /**  
*The Henry Ford's Innovation Nation* social media reach (as of September 2017):  
**Twitter: 22.3K**  
**Instagram: 21.1K**  
**Facebook: 18K**



## A NEW FACE

After three completed seasons, *The Henry Ford's Innovation Nation* has a family of now-familiar faces that help tell the stories of innovators past and present in animated, entertaining ways. Along with host Mo Rocca, correspondents Alie Ward and Adam Yamaguchi have been with the show since its start as part of the CBS Dream Team ... It's Epic! Saturday morning lineup.

Season 4 will bring a new face to the fold. Albert Lawrence, who has worked for KABC in Los Angeles and owns the production company Talk of Fame, is joining Ward and Yamaguchi as a correspondent for *The Henry Ford's Innovation Nation*. Lawrence, a Yale University graduate, is known for producing adventurous educational programming.

Episodes from Season 4 of *The Henry Ford's Innovation Nation* will first air in fall 2017. Check your local listings for airtimes.



PHOTO BY NIGHTHAWK RUNNING LLC

**WATCH** *The Henry Ford's Innovation Nation* episode featuring Doug and Renata Storer and their Night Runner 270 story [thehenryford.org/explore/innovation-nation/episodes/tallest-roller-coaster](http://thehenryford.org/explore/innovation-nation/episodes/tallest-roller-coaster)

## The Henry Ford's Innovation Nation by the Numbers

- **More than 78 episodes shot**
- **100 pieces of positive feedback about the show received each week**
- **Nearly 200 innovators and entrepreneurs featured**
- **3 seasons completed, with a fourth season set to premiere this fall**
- **2 Emmy® Awards and 3 Telly Awards**



PHOTO BY ANNA YANEV

▲ Entrepreneurs Doug and Renata Storer (above) said being on *The Henry Ford's Innovation Nation* validated their business and instantly accelerated sales. They are among hundreds of budding innovators who have been given the opportunity to tell their story of ingenuity and resourcefulness on the TV show. The two designed Night Runner 270 (top left), a pair of "headlights" you clip to your running shoes.



# PUTTING PASSIONS INTO ACTION

Four members of our donor family solidify their commitment to making The Henry Ford relevant, accessible and impactful for future generations

By Jennifer LaForce



Generosity, selflessness, a commitment to helping others and sharing knowledge. Like most of the donors and volunteers who support The Henry Ford, husband-and-wife team Chuck and Millie Webster and brothers Larry and Bob Turek have their own stories to tell about why they feel passionate about The Henry Ford. Longtime supporters of the educational mission of the institution, in 2016 the four added another chapter to their charitable works.

Last year, the Websters made a generous contribution to the Mildred J. and J. Charles Webster Violin Endowment Fund, which the couple set up and contributed to in 2015 to help ensure The Henry Ford's stellar collection of violins is conserved, maintained, displayed and, most importantly, the instruments are played. It's the latest move in a long series of altruistic acts the Websters have orchestrated over nearly six decades of marriage — a union that started at the Martha-Mary Chapel in Greenfield Village

(they were married there on July 23, 1960, and currently volunteer there most Tuesdays).

Similarly, the Turek brothers also expanded on their generosity to The Henry Ford. In 2013, the two funded a gift annuity to honor their parents. In 2016, they committed to donating half of their estates to The Henry Ford. The Larry and Robert Turek Endowment is set up specifically to support programs, supplies, services, capital expenses, maintenance, equipment and the general infrastructure of Greenfield Village and Henry Ford Museum of American Innovation.

"At The Henry Ford, we understand that each and every one of our donors and volunteers is essential to our ability to stay true to our mission to represent the great American stories and traditions of innovation, ingenuity and resourcefulness," said Patricia Mooradian, president and CEO of The Henry Ford. "Millie and Chuck Webster and Larry and Bob Turek exemplify the boundless generosity of our donor and volunteer families, successfully



PHOTO BY KMS PHOTOGRAPHY

Generous donors and brothers Larry (left and pictured above with The Henry Ford President and CEO Patricia Mooradian) and Bob Turek pledged half of their estates to The Henry Ford. The Larry and Robert Turek Endowment will support programs, expenses and the general infrastructure of Henry Ford Museum of American Innovation and Greenfield Village.

## MAKING A PLANNED GIFT

Larry and Bob Turek and Chuck and Millie Webster discussed making their gift annuity/and or bequests to The Henry Ford with the Office of Institutional Advancement. With a gift annuity, the Tureks transferred a cash donation to The Henry Ford in exchange for a partial tax deduction and income stream. By setting up endowments and/or endowment funds, both donors had the ability to specify which programs, collections or purposes their gifts can support.

See Page 23 in this publication or visit [thehenryfordlegacy.org](http://thehenryfordlegacy.org) for more information on how to make a planned gift to The Henry Ford, or call Jeff Dunlap at 313.982.6167.

**"Music has always been important to me and our family. We wanted to contribute to something that was worthwhile, meaningful and would help other people."**

— Millie Webster



demonstrating that, through their gifts to The Henry Ford, they can leave a lasting legacy that will positively impact so many far into the future."

## MEANINGFUL MEASURES

Ask the Websters and Tureks why they decided to support The Henry Ford in such a big way, and their answers echo similar sentiments.

For the Websters, music has always flowed through their home. Millie Webster played the violin, the couple were regular attendees of Dearborn Symphony performances (Millie served on the board of the Dearborn Orchestral Society for many years), their four children played instruments growing up and so on.

Millie explained their decision to create the violin endowment fund and make another donation to it last year: "Music has always been important to me and our family. We wanted to contribute to something that was worthwhile, meaningful and would help other people."

Several of Henry Ford's priceless violins, including a 1703 and a 1709 Stradivarius, are now on permanent display in Henry Ford Museum of American Innovation. Thanks to the Websters' stewardship and the careful conservation and attention paid to the instruments, some of the violins have been played occasionally by professional violinists for the enjoyment of audiences. Such events require special transportation planning for the artifact, insurance, musician training and payment of performance fees.

As Chuck Webster — who may not play an instrument, but certainly appreciates music and Henry Ford's affinity for the fiddle — so eloquently put it, "Let's not just display it, let's play it."

Like the Websters, Larry Turek is also a familiar face at Martha-Mary Chapel, where he often volunteers on Saturdays. Donating his time in multiple ways at The Henry Ford for 20-some years, Larry and his brother Bob have long appreciated the experiences and educational opportunities offered at The Henry Ford, remembering trips to the campus with their father and friends. Deciding to set up the endowment and give half of their estates to The Henry Ford is a demonstration of their commitment to preserving things from the past and contributing to the education and entertainment of others far into the future.

Said Bob Turek, "I like The Henry Ford because it is a living institution, a place where things are always changing. It's active, alive and sharing experiences and stories — from the *Titanic* exhibit that visited to *Mathematica* and the new studio glass exhibition that opened in October 2016 in the museum — with historical amounts of people."

Added his brother Larry, who, like Bob, worked for and retired from Ford Motor Company, "I wanted to say thank you to Ford Motor Company and support the institution that was built by my company's founder, Henry Ford."



PHOTO BY KMS PHOTOGRAPHY

Donors and volunteers Chuck and Millie Webster (top) set up the Mildred J. and J. Charles Webster Violin Endowment Fund so The Henry Ford's violins will not only be displayed but played long into the future. Violinist Kimberly Kaloyanides Kennedy (above), associate concertmaster of the Detroit Symphony Orchestra, was invited to play a Stradivarius from The Henry Ford's violin collection at the 2016 President's Dinner.

**DID YOU KNOW? /** Seven of Henry Ford's classical violins from his personal collection are on display in Henry Ford Museum of American Innovation. The display is located near the permanent *Fully Furnished* exhibition.



# INCLUSION COUNTS

Community Outreach Program makes The Henry Ford accessible to a wider audience



PHOTO COURTESY OF PATRICIA SHEPHARD

When Patricia Shephard and 14-year-old Angel Lysher visited Henry Ford Museum of American Innovation in March 2017, the two were on a mission to learn about the art of coding at a presentation by Kimberly Bryant, founder of Black Girls CODE.

"I was interested in the Black Girls CODE presentation because it was about technology," said Shephard, who has mentored Angel since 2016 through VIP Mentoring, a Detroit-based organization. "I feel it is important for Angel to experience as many presentations and outings that will give her hope and encourage her to break the 'glass ceiling.' It's also important for her to learn about her culture and successful African-American people."

After Bryant's encouraging words, the two walked around the museum, discussing technology, programming and the importance of extracurricular activities.

"Not all girls want to play with Barbies," said Angel, who added that she learned a great deal from Bryant's presentation, including, "If you are a girl that likes technology, show it."

## A PRIVILEGE TO SERVE

Shephard and Angel attended the Bryant event as part of The Henry Ford's Community Outreach Program, which works with direct social service providers to make The Henry Ford's world-class collections and educational experiences more accessible. VIP Mentoring, which fosters relationships between children in at-risk situations and caring adult volunteers, has been a Community Outreach Program partner since 2016. Said Pamela Smith, a VIP Mentoring match specialist, "When The Henry Ford opens its doors to our families, it is creating a cultural and educational opportunity that most would never get to experience."

The Henry Ford partners with more than 100 organizations in metro Detroit through its Community Outreach Program. Funded through the general operating budget, the 11-year-old program works through partner organizations to offer no-cost access to the museum, Greenfield Village and Ford Rouge Factory Tour to those in need, whether it's resource-challenged families, at-risk youth, kids fighting cancer or young victims of violence. The intent is to offer inspiration from stories of American ingenuity, resourcefulness and innovation.

"We feel responsible for providing expanded community access to the unique learning opportunities The Henry Ford provides," said Stacey Simmons, Community Outreach Program manager. "We're privileged to offer engaging and inspiring experiences that prompt new perspectives and reveal new opportunities. And we're honored to work with other organizations committed to helping shape a better future."

**DID YOU KNOW? /** As part of the Community Outreach Program, participating community partners attend quarterly sessions at The Henry Ford to learn about upcoming programs, engage in networking opportunities, hear from guest speakers and take behind-the-scenes tours.



PHOTO BY KMS PHOTOGRAPHY

▲ As part of The Henry Ford's Community Outreach Program, VIP Mentoring mentor Patricia Shephard (top left) and her mentee Angel Lysher had the opportunity to hear Kimberly Bryant (above) share insights about the art of computer coding. The presentation by the founder of Black Girls CODE was part of the Innovator Speakers Series and took place in Henry Ford Museum of American Innovation.

**For more information on The Henry Ford's Community Outreach Program**  
Email [communityoutreach@thehenryford.org](mailto:communityoutreach@thehenryford.org) or call 313.982.6100 ext. 2203.

# CREATE A LASTING LEGACY

Your generosity can extend The Henry Ford's global reach

Nurturing a vibrant culture. Preserving a national treasure. Increasing accessibility to thousands of artifacts and stories of American ingenuity, resourcefulness and innovation to people around the world. Developing new and better learning tools that stimulate a can-do spirit in schoolchildren near and far.

Generous donors make all of this possible at The Henry Ford every day, committing their time and investing their dollars to further the educational mission of the institution. Each year, The Henry Ford is fortunate to hear from individuals wishing to establish

a lasting legacy by making a planned gift — transforming a portion of their retirement assets or future estate into an enduring testament to The Henry Ford's purpose to educate, inspire and tell the stories of American innovation.

Making a philanthropic investment to an organization or cause you feel passionate about is an important decision — one that can bring great fulfillment and a sense of accomplishment. With several planned giving options at The Henry Ford, you can ensure your legacy lives on through the experiences, enjoyment and education of others.



PHOTOS BY KMS PHOTOGRAPHY

**DID YOU KNOW? /** The Henry Ford's planned giving donors receive lifetime recognition as members of the Clara Bryant Ford Society.

**DID YOU KNOW? /** Always check first with your financial and tax adviser regarding planned charitable gift intentions.

## 4 ways you can support The Henry Ford with a planned gift

### 1. BEQUEST

One of the easiest ways to make a planned gift to The Henry Ford. Donate funds to The Henry Ford through a will and/or by naming The Henry Ford as a retirement account beneficiary. A bequest can be made in several ways, including through a gift of a percentage of your estate, a gift of a specific asset or a gift of the residue of your estate. Be sure to notify The Henry Ford of your bequest intention.

### 2. CHARITABLE GIFT ANNUITY

Make a donation to The Henry Ford in exchange for a partial tax deduction and a lifetime stream of annual income from The Henry Ford.

### 3. CHARITABLE IRA ROLLOVER

Individuals over the age of 70½ can directly transfer gifts (up to \$100,000 total per year) from an IRA account to qualifying charities, including The Henry Ford, without having to pay income taxes on the amount gifted.

### 4. A GIFT OF APPRECIATED SECURITIES

Donating appreciated stock instead of cash can be, in many cases, a tax-smart way to support The Henry Ford.

◀ Join The Henry Ford donor family, and you become a part of a community of passionate and curious learners dedicated to growing, leveraging and preserving the institution's collections. To help donors make informed decisions about their estate planning, The Henry Ford hosts on-site events. At a recent session in Lovett Hall, invited donor Edwina Simpson (top left) and others enjoy the opportunity to hear from attorney Winton Smith (bottom right), an expert in estate planning and tax-smart philanthropy.

**For more information on how to make a planned gift to The Henry Ford**  
Visit [thehenryfordlegacy.org](http://thehenryfordlegacy.org) or call Jeff Dunlap at 313.982.6167.



# Bruce Meyer

PRESIDENT,  
MEYER PACIFIC INC.



## Fond Memory Inspires Commitment

It's an understatement to say Bruce Meyer, who joined The Henry Ford's board last year, is a man of refined taste. For more than 30 years, he owned and operated Geary's, a Beverly Hills institution renowned for its fine tableware, jewelry and watches.

One of Meyer's fondest memories was a car trip which included a stop at the museum taken years ago with his family and his mother who was reluctant to see yet another car museum. "After five hours, we could not pry my mother out of there," recalled Meyer. "She had the time of her life and discovered what I want everyone to know about The Henry Ford: It's the only place where you can experience our country's history and extraordinary innovation."

The lifelong resident of Los Angeles and prolific collector of classic automobiles is eager to bring the perspective of a "California enthusiast" to The Henry Ford's board. "Through my passion for cars, I have made wonderful connections globally with enthusiasts around the world," he said. "From Mexico to Europe and beyond, I want to expose them to the museum so they can join us, the cadre of enthusiasts, and spread the word. The Henry Ford is so worthy."

# Hendrik Meijer

EXECUTIVE CHAIRMAN,  
MEIJER INC.



## Understanding the Power of Storytelling

A lifelong Michigan resident, Hendrik "Hank" Meijer is executive chairman of the supermarket chain bearing his family name.

Soon after Meijer joined The Henry Ford's board last year, he had the opportunity to chat with David McCullough, Pulitzer Prize-winning author of a variety of biographies, including one focused on the Wright brothers.

"He [McCullough] told me how important our Wright brothers exhibit was to his book," Meijer remembered. "That reinforced the sense of mission I have as a board member. So much of what defines America is better understood through The Henry Ford."

Meijer's memories of the museum stretch back to his early childhood when regular excursions were the norm. "I was about 10, a kid with a budding interest in history. Still to this day, I cherish the history that's found here."

As a former reporter, editor and publisher, Meijer's keen appreciation for history is matched by his recognition of the power of storytelling. "As a board member, there's a sense of a mission that we are entrusted with such an important part of America's past," he said. "The Henry Ford is a national treasure that the rest of the world needs to know about and learn from."

"So much of what defines America is better understood through The Henry Ford."

— Hank Meijer

# William Clay Ford III

ANALYST, FONTINALIS PARTNERS



## Inspiring the Next Generation

William Clay "Will" Ford III works as an analyst at Fontinalis Partners, his father's venture capital company, which is an essential reason why he was thrilled to join The Henry Ford's board.

"Fontinalis focuses exclusively on next-generation mobility companies," Ford said. "My day-to-day job is to find and speak to innovators, technologists and entrepreneurs. If I do it well, hopefully the companies and entrepreneurs I work with will end up in the museum one day."

For Ford, his interest in automobiles began at The Henry Ford when he was a boy. "Just spending time there and seeing all the cars — that was the spark," he said. "Then I wrote my college thesis on the political and economic story of how the Willow Run plant came to fruition. A lot of my interest in researching the topic was driven by my time at the museum."

Ford said he'll probably join the family business one day, but he's in no hurry. For now, he's excited to be part of the effort to unleash the potential of the place that inspired his career path. "The world of technology and innovation is at a pivotal moment," he noted. "The rate of technological change is operating at an unprecedented pace, and I think there's a real opportunity for the museum to play a relevant role in telling that story as it unfolds."

# Eliza Hudson Kontulis

COORDINATOR, SPONSORSHIP &  
PARTNERSHIP MANAGEMENT,  
NATIONAL FOOTBALL LEAGUE



## Expanding the Reach of The Henry Ford

As a young girl in Ann Arbor, Michigan, Eliza Hudson Kontulis practically thought of The Henry Ford as a second home.

"I went to The Henry Ford Summer Camp every summer," she said. "My fondest memory of that experience was my apprenticeship with the glassblower. I still have the ornaments I made."

Kontulis' late grandfather is William C. Ford, still The Henry Ford's largest donor and undoubtedly its greatest supporter over the years. By joining The Henry Ford's board, Kontulis is helping continue a long-standing tradition of robust representation by the Ford family.

"I've always seen it as the only American history museum of its kind," she said. "Whether it's technology, social, economic, it really just tells such a complete story of America, and I want to help the effort to ensure it speaks to the whole nation, not just the greater Detroit area."

A passion for The Henry Ford isn't the only trait Kontulis inherited from her grandfather, who was also the owner of the Detroit Lions. She currently works in New York for the NFL and makes every effort to see the Lions play in person. "I try to get on the road with my mother and grandmother as often as I can," she said. "I wouldn't have it any other way."

"I've always seen it as the only American history museum of its kind."

— Eliza Hudson Kontulis

# WHAT IS THE HENRY FORD EFFECT?

THROUGH THE SUPPORT OF OUR DONORS AND PARTNERS,  
WE WERE ABLE TO DO THE FOLLOWING IN 2016:

PROVIDE

**8,400+**

UNDER-RESOURCED INDIVIDUALS  
NO-COST ACCESS TO THE HENRY FORD

EXPERTLY CONSERVE

**1,358**

OF THE HENRY FORD'S ARTIFACTS IN  
NEED OF SPECIAL ATTENTION

GRADUATE

**107**

SENIORS FROM HENRY FORD ACADEMY

DIGITIZE

**7,679**

NEW ARTIFACTS, BRINGING THE  
HENRY FORD'S DIGITAL COLLECTION  
TOTAL TO MORE THAN 60,000

SUBSIDIZE MORE THAN

**17,500**

SCHOOL FIELD TRIPS

REACH

**71.3million**

NATIONWIDE VIEWERS THROUGH  
THE HENRY FORD'S INNOVATION NATION

INSPIRE

**219,700**

SCHOOLCHILDREN TO THINK LIKE  
INNOVATORS DURING FIELD TRIPS

ENGAGE

**3.7million**

VISITORS ONLINE AT THEHENRYFORD.ORG

WELCOME

**1.8million**

VISITORS TO  
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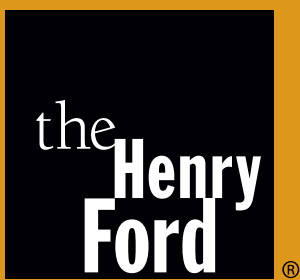
— Patricia E. Mooradian, President and CEO, The Henry Ford



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The Henry Ford provides unique educational experiences based on authentic objects, stories and lives from America's traditions of ingenuity, resourcefulness and innovation. Our purpose is to inspire people to learn from these traditions to help shape a better future.

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