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the Henry Ford

# The Henry Ford Effect

Volume 6 | 2014 | Making an Impact Through Giving



## Fueling the Spirit of American Innovation

Mo Rocca, host of The Henry Ford's Innovation Nation on CBS Saturday mornings, explains Thomas Edison's Menlo Park Laboratory with master presenter, Gery Davis.

### A letter from The Henry Ford President

Dear Friends,

As we near the end of another year at The Henry Ford, it's a time for anticipation as well as reflection. For as we recognize that the audacious vision of our founder is now more than 85 years old, we are also aware that it's as vital and relevant as ever. Our world is more complicated, diversified and fragile than even Henry Ford could ever have imagined or anticipated. Which is precisely why we so urgently need to tap into the restless, curious, what-it-can-do approach he embraced every day of his life.

To that end, we are nurturing a new legion of thinkers and doers through a learning revolution in America. Its aim is as clear as it is bold: To give every child in our country access to the critical ideas, content and problem-solving skills that will enable them to be our innovators and entrepreneurs of tomorrow.

An exciting new element of our work is *The Henry Ford's Innovation Nation*, which premiered in September on the CBS Network. Hosted by the inimitable Mo Rocca, the show is a celebration of innovation, engaging millions of viewers every Saturday morning.

And then there's the multiyear Partnership in Innovation we've recently forged with Shell Oil Company (page 2). An integral component of the vision we share for the future is The Henry Ford's commitment to STEM education, an ambitious curriculum focusing on the areas of science, technology, engineering and math. Our goal is to empower 5,000 educators to teach innovation to 125,000 students over the next five years!

Innovation and education are also essential to the connection between The Henry Ford and the Ford Motor Company Fund (page 4). For decades, the Ford Fund has generously offered its support, helping us unlock the potential of one of the world's greatest collections of content, stories and experiences. And today we work together to unleash

the power of those incomparable assets and inspire the next great generation of innovators to create the best possible future for us all.

Joining us in that effort is the newest member of the board at The Henry Ford. Jody Ingala is not only the great-great-grandson of our founder but also the first family member since his great-uncle Bill Ford to work in the area of design at Ford Motor Company (page 3).

It comes as no surprise that Jody has also inherited that familiar can-do spirit, along with a reverence for The Henry Ford and a firm commitment to continue a family tradition—to play a major role as a caring and devoted steward of our mission.

So whether it's a new member of our board, a new partner like Shell Oil Company or a longstanding collaborator like the Ford Fund, every one of us with a connection to our cultural jewel shares a common path: We pay homage to the past through our vast and eclectic collection spanning 300 years of American history.

But we also stand on the shoulders of those who came before us, our eyes fixed firmly ahead, focused on the future and collectively fueled by a legacy of inspiration that truly allows us to believe any goal is well within our grasp.

*Patricia*

Patricia E. Mooradian



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### DID YOU KNOW?

The Henry Ford is sparking imaginations nationwide with **INNOVATION 101**, an educational collaboration with our country's greatest innovators, including Bill Gates, Dean Kamen and Elon Musk.

Learn more @ [GMINNOVATION.COM](http://GMINNOVATION.COM)





# The Henry Ford & Shell Unite to Inspire Future Innovators

University of Michigan's SuperMAGE Team talked with teachers about what it takes to put a team together and compete in the Shell Eco-marathon during the Educator Open House in September.

**On April 10-12, 2015, Detroit will be the host city for the Shell Eco-marathon, welcoming more than 1,000 future engineers and scientists from across the country, all with the same objective—to travel the farthest in the Motor City on the least amount of energy.**

In late September, The Henry Ford and Shell Oil Company announced a multiyear Partnership in Innovation sponsorship, the result of a shared vision for the future and a determination to inspire and prepare the innovators of tomorrow to tackle the challenges that lie ahead.

"It almost seems Shell and The Henry Ford are like two pieces of Velcro," says Niel Golightly, Shell vice president of external affairs. "There are so many touch points that just make perfect sense and all fall in together."

At the very top of that list is The Henry Ford's Innovation 101, a core curriculum and dynamic teaching tool whose purpose is to engage and inspire teachers and students to think and act like innovators. Over the next five years, the goal of The Henry Ford's Innovation Learning Accelerator (ILA) is to empower 5,000 teachers to teach innovation to 125,000 students. The focus and foundation of the ambitious curriculum is in the areas of science, technology, engineering and math (STEM), all essential tools for a viable career in the 21st century.

"We fully support the importance of STEM education," Golightly says. "It's not enough to simply teach people math, physics and chemistry. But how do you bring all that together and think like an innovator and solve problems? How do you ask the right questions first and then figure out how to solve them? That's some really, really innovative work that The Henry Ford is doing. It's very much looking forward and positioning itself quite rightly to help being the catalyst for solving some of these big issues going forward."

Big issues, Golightly is quick to add, which encompass not just the specific challenges Shell is grappling with — in energy, fuel and efficiency.

"Shell takes very seriously this view of some of the big societal challenges facing us," he says. "We call it the stress nexus between water, food and fuel. All three of those are so interconnected, especially in the context of the climate challenge. And when we think about cities, according to most predictions there's going to be a city of 1 million people built somewhere in the world every week for the next 30 years! So we're seeing massive urbanization of the world's population. And it's going to be a huge opportunity to tackle some of these big challenges of livability, mobility and planning cities in the right way."

All the more reason, Golightly reasons, to join with The Henry Ford not only in recognizing and honoring the importance of innovation in our nation's history but in taking this definitive step to energize and activate it.

"The history and future of innovation are entwined in a very unique way at The Henry Ford," Golightly says. "I think when young people walk through the Edison Lab or the Wright brothers shop, they can see that innovation actually is figuring out how to do something with your own hands and brain power and thinking creatively. So they can say: Why is it not possible for me as a young person to take the next step? What is the next big innovative breakthrough? What can I do with my own hands or brain power?"

**To that end, for more than 25 years Shell's Eco-marathon has been challenging the innovative spirit of high school and college students around the world to design, build and test ultra-energy-efficient vehicles. The program is hands-on and project-based, providing its participants with an opportunity to innovate and inspire, while also developing the talent that will sustain both the automotive and energy industries of the future.**

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For Niel Golightly and Shell, the timing and the venue for this event couldn't be more perfect.

"We're hoping that's the kickoff of what will be years of partnership and innovation," he says. "We'd like to think that doing this in Detroit will draw the attention of people all over the country to what's happening there. The place is really going gangbusters."

The same can be said for what promises to be a dynamic partnership between Shell, The Henry Ford and a shared vision for a future whose potential truly does seem limitless. ■



Shell Eco-marathon team from Sullivan High School in Indiana show off their winning ultra-fuel-efficient vehicle during their visit to The Henry Ford in April.



## Make a gift to The Henry Ford

Help us conserve and provide access to The Henry Ford's Archive of American Innovation — our country's window into traditions of resourcefulness, innovation and ingenuity. This includes national treasures like Thomas Edison's Menlo Park Laboratory, America's first R&D center; the Wright Brothers' Home and Bicycle Shop, one of the world's most iconic maker spaces; and Buckminster Fuller's Dymaxion House, one of the first major sustainable housing solutions. **Help take it forward.**

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A charitable bequest is a wonderful way for you to help further the work of The Henry Ford and our mission.

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Donate online at [giving.thehenryford.org](http://giving.thehenryford.org), or contact the Institutional Advancement Office at 313.982.6167.

## What is The Henry Ford Effect?

It's the impact and inspiration you create through your philanthropic investments. Your generosity helps us nurture a vibrant cultural scene, preserve and increase accessibility of national treasures, and develop innovative learning tools.



Jody Ingle

## Jody Ingle: From the Farm to The Family Business

Jody Ingle certainly didn't plan for his life to turn out the way it did.

The 33-year-old great-great-grandson of Henry Ford is the newest member of the Board of Trustees at The Henry Ford. He's also the first family member since his great-uncle Bill Ford to work in the area of design at Ford Motor Company. Jody is employed at Lincoln as an interior designer.

"That's really special for me," he says. "Bill Ford designed one of the most beautiful cars in American history — the Continental Mark II. So it gives me a great sense of pride to be there and to be part of the team."

Jody grew up on a working farm and vineyard, far away from Detroit and the family business. His mother, Josephine Ford, was eager to move away from her Grosse Pointe roots and set out on her own. She found a kindred spirit in Jody's father, John.

"They were both aspiring hippies," Jody says with a laugh, "and they traveled around the country looking for their ideal place where they could create something for themselves."

The spot they settled on was in the Finger Lakes region of upstate New York.

"They spent the first three or four years of their marriage in a cabin that would look more appropriate in Greenfield Village," Jody says, "no running water, hardly any electricity, my older brother was actually raised there."

And so was the young couple's idea for their own version of a family business: The Heron Hill Winery, founded in 1972, is world-renowned today for its spectacular setting as much as its distinctive and award-winning selection of wines.

While growing up on the farm, Jody excelled in art but had no idea it could lead to a career.

"I just went about my normal liberal arts path," he says, "not knowing what I was going to be or do."

But he had a close relationship with his maternal grandfather, Walter Buhl Ford, an interior and industrial designer.

"He and I always saw eye-to-eye," Jody says, "and I guess maybe he enabled me to get in touch with the designer and artist within me that I didn't know yet. I would build these elaborate plastic worship models, and I would give them to him, and he would in return give me some of his artwork. So we had this sort of exchange of art,

and very early on I felt this sense of encouragement from him."

Jody's innate artistic talent, coupled with his grandfather's guidance and support, ultimately led to him graduating from the College for Creative Studies with a degree in Industrial Design, starting a career at Ford and now taking an active role in helping to shape the future of The Henry Ford for generations to come.

"My son is just 2<sup>1/2</sup>," Jody says, "and it's amazing to see how he reacts every time we go to The Henry Ford. His face lights up, his eyes open wide and you can almost see that light bulb in his brain illuminate. It's a wonderful thing to see, and it makes me understand the importance of this place even more."

And now that Jody is living in Detroit and witnessing first-hand the city's comeback and reinvention, he sees an important role for The Henry Ford in its revival.

"Detroit used to be the epicenter of the world in technology and brain power, and people wanted to come here," Jody says. "And what The Henry Ford represents is the path to restoring that greatness, the path to innovation, invention and the sort of can-do, do-it-yourself inspiration. I think that's the most important thing that people take away from here — that sense of inspiration to innovate and create."

When we create something, we are enlightened and essentially coming out of the darkness. This is what we need in Detroit, this inventiveness, so we have to reinvigorate that."

And, he firmly believes, supporting The Henry Ford and all it does is an important way that goal can be accomplished.

"Any place has to mean something to you to give to it," Jody says, "and I think it's very hard for The Henry Ford to not mean something to anybody who goes through its doors. It's so inspiring, and you feel spiritually enlightened that you want to be a part of it and you want to give."

"We always talk about all our employees being part of the Ford family," he continues. "It's very much the same at the museum. We want people to come in and feel like they're part of the family and contribute in any way possible, whether it's volunteering or giving or whatever. Whether you're giving \$100,000 or just a few dollars, it doesn't matter. What's more important is, it has a place in your heart and you feel a part of it." ■



## The Henry Ford & The Ford Fund: A Shared Vision From The Beginning

**"...it's essential for students to have that unique, hands-on experience that only The Henry Ford offers. By teaching these students about the past and bringing history to life, they're being prepared for a better future."**

Ask Jim Vella how far back the partnership goes between the Ford Motor Company Fund and The Henry Ford, and his response is immediate and unequivocal. It's been over 40 years, since 1974. And it's no wonder the relationship goes back that far. After all, one of the primary goals of the Ford Fund is to support innovation and education, which are virtually synonymous with The Henry Ford and its mission.

"You could argue it's been going on for as long as both have been around," says the president of the Ford Fund. "The Ford Fund has supported The Henry Ford for as long as I know and can remember."

"Certainly, innovation is part of our DNA," Vella says. "And obviously, our founder was world-renowned and has gone down in history as one of the great innovators of his time. So we try and carry that piece of brand DNA forward as we move into the future. The Henry Ford allows us to do that in a number of ways."

Vella then enumerates the eclectic array of events and exhibitions at the museum that the Ford Fund has generously supported over the years, among them: Women Who Rock, the collection of must-see memorabilia from the most recognized female performers in rock 'n' roll history; Maker Faire® Detroit, the annual gathering built on innovation; and the recent tribute to Dan Gurney, who received the prestigious Edison-Ford Medal for his ingenuity and innovative achievements in the field of motor sports.

"What a great event that was!" Vella says. "Of course, there are the individual accomplishments that Dan had and his specific connection to Ford. But there's also the role he played in the history of automobile racing. And one of the things that Dan was known for is innovation. So that's a natural fit not only for The Henry Ford but for Ford Motor Company as well."

Vella is just as enthusiastic when discussing the relevance and importance of education.

"The education piece is really essential for a number of reasons," he says. "First of all, it's one of the building blocks of our society. Without it, we really can't move forward and be innovators and have the ability to create and sustain companies like Ford. So whether it's through our support

of The Henry Ford Academy or the bus tours and field trips, it's essential for students to have that unique, hands-on experience that only The Henry Ford offers. By teaching these students about the past and bringing history to life, they're being prepared for a better future."

Vella, who grew up in southwest Detroit, was one of those kids when he made his first visit to The Henry Ford on a field trip with his fifth-grade classmates.

"What actually impressed me most was the size of the place," he recalls, "but I also remember all these cool displays and that it was an opportunity for us to get out of a classroom and still learn. That's always stuck with me."

"There are very few times when I talk to adult groups about The Henry Ford that they don't have a story to tell about something they learned or an experience they had there," he continues. "So it's kind of a time-honored tradition. My parents took us there, we took our kids there and hopefully someday my kids will take my grandkids there."

It's a place, Vella believes, where visitors not only learn about history but also themselves.

"The story of The Henry Ford is really about dreams," Vella says. "That's what Henry Ford was about, making sure that people had the opportunity to live their dreams, by opening up the roadways to all of mankind, the assembly line, the \$5-a-day wage. And a big part of the mission of The Henry Ford today is helping people to realize their dreams, through education, innovation, all those things that really contribute to society and the common good."

Vella has been at the helm of the Ford Fund for seven years, and when he reflects on his role, it's only natural for him to recall that first visit to The Henry Ford all those years ago.

"It is ironic," he says, "because here I am, sitting in this chair and helping people realize their dreams. It really is very rewarding, but certainly not anything I imagined when I went to The Henry Ford back in the fifth grade."

He's describing yet another unique and memorable experience at The Henry Ford, one that truly did lead to a dream coming true for a young visitor.

Even if Jim Vella didn't exactly plan it that way. ■

Above: Ford Motor Company volunteers assist with hands-on activities provided by Arts & Scraps nonprofit organization during Maker Faire® Detroit in July. Arts & Scraps uses recycled industrial materials to help people of all ages and abilities think, create and learn.

### 2013 Financial Supporters

In the previous issue of *The Henry Ford Effect*, we recognized our 2013 financial supporters. We regret leaving out the following names and again offer thanks to all of our generous contributors. Thank you for your patronage and your partnership.

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### Mission Statement

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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