

the  
**Henry  
Ford**

# effect

® A PUBLICATION DEDICATED TO THOSE WHO SUPPORT THE HENRY FORD

VOLUME 9 / 2016

**SHAPING  
MINDS,  
CHANGING  
LIVES**



A Letter from The Henry Ford President

# REFLECTION, ANTICIPATION & THE POWER OF INNOVATION

Dear Friends:

I would like to take this opportunity not only to reflect on what was another exciting and productive year for The Henry Ford but also to share a great sense of anticipation for what lies ahead.

We had a robust year in 2015, with our attendance reaching more than 1.7 million visitors, a growing number of them coming from out of state. We attribute much of this increase to the success of our TV show, *The Henry Ford's Innovation Nation*.

Some 1.5 million viewers on average in the U.S. alone tune in every Saturday morning to watch *The Henry Ford's Innovation Nation*. The show was honored for the second consecutive year with a Daytime Emmy® Award. Plus, it received three Telly Awards. And while we enjoy such accolades, we find even greater validation for *The Henry Ford's Innovation Nation* as industry experts praise its role in educating and inspiring young people to achieve their full potential. You can't imagine how much we value the opportunity the show has given us to expand our mission far beyond our walls.

At the same time, we delight in everything happening on our campus. We can't wait for portions of our studio glass collection, donated by Bruce and Ann Bachmann, to go on permanent exhibit this October in Henry Ford Museum. Next year, we'll see even more of the Bachmann collection as well as our own glass artifacts showcased in the all-new glass gallery, now under construction in Greenfield Village.

Peeking a little further down the road, we also have Charles and Ray Eames' *Mathematica* set to go on permanent exhibit in the museum early next year. *Mathematica* will bring the world of numbers and mathematics to our visitors via stunning interactivity and timeless design. A significant historical artifact in its own right, it will inspire and energize innovators of tomorrow.

The future: It certainly looks bright for The Henry Ford thanks in large part to the generosity of our donors, volunteers and other supporters. I can only imagine what we will accomplish together going forward.



*Patricia*  
**PATRICIA E. MOORADIAN,  
PRESIDENT**

PHOTO BY KRISTINA SIKORA/KMS PHOTOGRAPHY

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### ON THE COVER

The Henry Ford is intensely pursuing its mission to leave no future innovator behind or entrepreneur excluded. This pursuit includes a raft of new tools and hands-on experiences for children such as Cecelia Embry. By working a loom in Greenfield Village, Embry is literally acquiring the "muscle memory" needed to unlock the thinker, dreamer, maker and doer within.

PHOTO BY BILL BOWEN

**"Sitting on the Rosa Parks Bus ... to see the actual thing was quite life-changing for me. And the thought that crossed my mind: What can I do to impact my world?"**

— Nyasha Chari, Zimbabwe

PHOTO BY KRISTINA SIKORA/KMS PHOTOGRAPHY

# Passion in Action

Longtime volunteers and weavers extraordinaire inject new life into Greenfield Village's textile collection

By Jennifer LaForce

## “That was really sweet!”

An 8-year-old uttered these words to Richard Jeryan nearly a decade ago after he did a demo of the Jacquard loom in Greenfield Village's Weaving Shop. It was all he needed to hear to know his years spent helping The Henry Ford restore the intricate loom to working order were well worth it.

“He just thought that was *it*,” said Christine Jeryan as she retells her late husband's story. “You never know if what you are doing will make a difference. When that boy said that to Richard, he knew he was doing something with impact.”

The Jeryans — longtime members and volunteers at The Henry Ford — were the stewards behind the 2008 restoration of the Weaving Shop's Jacquard loom, which had been a static display for decades. After years of involvement with The Henry Ford, the two decided to take their commitment to a more elevated level, making a bequest to The Henry Ford and setting up the Richard and Christine Jeryan Fund for Weaving in 2015. The fund will eventually become a permanent endowment to support, sustain and grow the weaving program at The Henry Ford.

“If you don't institutionalize something, and the person with all the knowledge goes away, everything can be lost,” said Christine Jeryan of the multimillion-dollar legacy the couple decided to leave to The Henry Ford before Richard passed away in 2015. “We didn't want that to happen.”

And it won't. “As an institution, we have made a commitment to our weaving program,” said Spence Medford, vice president of institutional advancement at The Henry Ford. “It will not just continue because of the gift from Richard and Chris, it will thrive.”

### THE BEGINNING

An accomplished engineer at Ford Motor Company for 42 years, Richard Jeryan was also a master weaver and textile artist who spent many a lunch hour in Greenfield Village. His impending retirement from Ford in the mid-2000s sparked his desire to restore the Jacquard loom. “He told me that he had to do something with the Weaving Shop,” remembered Christine. “I thought it would be a great retirement project.”

It became much more than a casual retirement project. Richard did extensive research on the loom, learning about its engineering, mechanics and history. He then devised a comprehensive business plan for its restoration and presented it to The Henry Ford in 2006.

### WEAVER AT WORK

Volunteer Christine Jeryan regularly does demos of the Jacquard loom in Greenfield Village. Along with her time, she has donated a significant portion of her estate to The Henry Ford to further its weaving programs.

“You never know if what you are doing will make a difference. When that boy said that to Richard, he knew he was doing something with impact.”

— Christine Jeryan



“It was a leap of faith,” said Christine of The Henry Ford’s willingness to consider their proposal. “My husband did his homework, and he could be very persuasive. He had a game plan and knew how to articulate it. With the support of historic operating machinery specialist Tim Brewer and other key Henry Ford staff, the plan became reality.”

Within 18 months after Richard’s presentation, the loom, under the leadership of the Jeryans, was taken completely apart, cords were replaced, new sets of punch cards were produced and multiple test runs were conducted once it was put back together. The couple even traveled to England to learn how to properly master the machine, training The Henry Ford staff upon their return in the art of the loom and its history. It was officially reintroduced as a working exhibit in Greenfield Village in spring 2008.

**THE FUTURE**

Christine Jeryan remains at The Henry Ford. She and a dedicated group of other weaving volunteers demonstrate the Jacquard loom regularly in Greenfield Village for visitors, as Richard Jeryan first did nearly 10 years ago. And she is closely working with The Henry Ford to push the weaving and textile programs even further.

“We have developed a full road map on how the Jeryans’ gift will be used to create more hands-on learning opportunities and take our weaving program to the next level,” said Medford of the collaboration.

According to Christine, those plans include, over time, enhancing The Henry Ford’s professional weaving staff and looking for partnership and internship opportunities in the art of textiles and weaving with local colleges and trade schools.

“We don’t want the Weaving Shop to become a fly in amber, stuck in the 20th century,” said Christine. “We want it to be an inspiration, a place where you can get your hands on fibers, gain a historical perspective and connect it to the present day — where we now see innovations such as smart textiles and computer-driven looms.”

Medford said the Jeryans have already inspired other donors to support The Henry Ford in similar ways. “The Jeryans have set the bar high,” he added. “They are part of our lifeblood, and they have shown others that through an estate and legacy gift, you can have a lasting and positive impact on the future of this institution.”

↓

**MAKING A BEQUEST**

Richard and Christine Jeryan met with The Henry Ford’s Office of Institutional Advancement to make their bequest to support the textile operations at Greenfield Village. A bequest is one of the easiest gifts to make to The Henry Ford. With the help of an attorney, you can include language in your will or trust specifying a gift to be made to family, friends and/or charity as part of your estate plan.

**A BEQUEST MAY BE MADE IN SEVERAL WAYS:**

- Gift of a percentage of your estate
- Gift of a specific asset
- Gift of the residue of your estate

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.

**DID YOU KNOW? /** Richard Jeryan (photographed below) is featured in *The Henry Ford Connect* 3 video titled *Interwoven Influence on Personal Computing*. Watch it at [thehenryford.org/interwoveninfluence](http://thehenryford.org/interwoveninfluence).



“We thank Richard and Chris. Their legacy will forever be linked with our great institution, and decades from now, there will be millions of people from around the world that will continue to learn lessons they taught us at The Henry Ford.”

— Spence Medford, The Henry Ford

## How does a weaving loom lead to one of the greatest technology innovations of the 21st century?

The Jacquard loom was a significant breakthrough in the history of textile production, an essential manufacturing tool of the Industrial Revolution. Joseph Marie Jacquard first demonstrated his improved drawloom at an industrial exposition in Paris in 1801. By 1803, a spark of genius inspired him to make another improvement to this loom — the Jacquard attachment. This mechanism, mounted above the loom, uses a continuous chain of punch cards to control the lifting of individual threads. Changing the punch cards changes the pattern, giving the weaver endless ways to “program” the device and create intricate tapestries, damasks, brocades and other fabrics.

The Jacquard loom’s punch cards later inspired English mathematician and engineer Charles

Babbage to rethink the process of creating mathematical tables. In Babbage’s time, such tables were essential in the fields of navigation, science and engineering, but they were calculated by hand, leaving much room for human error. Babbage wanted to find a way to automate the computation to improve accuracy.

In 1837, he designed a device that is recognized as one of the first mechanical computers — the Analytical Engine. Babbage, inspired by the Jacquard loom’s ability to process complex data using punch cards, applied this model to his Analytical Engine. While the engine was not built to completion during Babbage’s lifetime, the prototypes and designs cemented his legacy as one of the fathers of modern computing.

**DID YOU KNOW? /** The Jacquard loom in Greenfield Village was built by former textile director and curator Sidney Holloway at The Henry Ford in 1934.

**DID YOU KNOW? /** A continuous loop of 622 punch cards is used to produce pictorial textile designs on the Jacquard loom in Greenfield Village.

**DID YOU KNOW? /** The Henry Ford’s Jacquard loom is one of only four operating mechanical Jacquard looms in existence in North American museums.



# Flying High

Grant from The Delta Air Lines Foundation will help amplify the aviation experience at The Henry Ford

By Marissa La Brecque

PHOTO BY BILL BOWEN



Delta Air Lines and The Delta Air Lines Foundation have long celebrated sky-high visionaries with The Henry Ford, as the institution's official airline partner and now as a Partner in Innovation.

"Delta has been a terrific partner of The Henry Ford," said Patricia Mooradian, president of The Henry Ford. "Now, as one of our Partners in Innovation, they continue to support our mission and vision to inspire the next generation of innovators and entrepreneurs to help create a better future."

This year, The Delta Air Lines Foundation made one of its largest grants in history to allow The Henry Ford to amplify its aviation experience with technology updates and more immersive activities. Among the upgrades, expect enhancements to the *Heroes of the Sky* exhibit in Henry Ford Museum. The grant will also be instrumental in making The Henry Ford Archive of American Innovation™ more accessible to the world through a new digital content engine, inspiring learners of all ages.

"The Delta Air Lines Foundation is proud to partner with The Henry Ford," said Tad Hutcheson, senior vice president of the foundation. "Not only is it located in one of our major hub cities, but it is a one-of-a-kind attraction, and we are proud to support the work The Henry Ford is doing to enhance innovation and inspire our shared communities."

The Henry Ford and Delta were both established in 1929. Since then, the airline has been an innovator of the air travel experience. "Delta has connected innovators, explorers and entrepreneurs across the globe for decades," Hutcheson said. "As a global airline, we are continuously thinking ahead and making sure we are evolving and enhancing our experience for customers. The Henry Ford supports our commitment to be an innovative, thoughtful and reliable brand for our customers and our employees, and we are excited to continue this partnership."

The alliance makes perfect sense to Matt Anderson, The Henry Ford's curator of transportation. "They really

care about the history of aviation," he noted. After visiting the Delta Flight Museum in Atlanta, Anderson said he was moved by the airline's attention to the artifacts of its brand and by its understanding of the role of other innovators in the industry.

#### INNOVATIVE SPACES

Given some visitor misconceptions that The Henry Ford is exclusively an automotive museum, many are surprised by the importance given to aviation by the institution. As Anderson points out, however, Henry Ford admired innovators from all industries.

It's no wonder places such as the Wright brothers' home and cycle shop, one of the earliest tech incubators, was just the kind of American ingenuity that fascinated Ford. It was in these structures that Orville and Wilbur Wright built their first flying machine at the turn of the 20th century. Ford moved the Wrights' home and cycle shop from Ohio to Greenfield Village in the 1930s.

The structures have been inspirational destinations for many, including Pulitzer Prize-winning author David McCullough, who wrote the No. 1 *New York Times* bestseller *The Wright Brothers*. He made a trip to The Henry Ford to walk in the aviators' shoes. "He was particularly moved by the desk where Wilbur Wright wrote to the Smithsonian and asked to see flight-related publications that they would use to build the first plane," said Anderson. It was at that desk where McCullough claimed he could feel the spirit of these men he had come to know so well. "There's a humbling solemnness to these spaces," Anderson added.

Together, Delta and The Henry Ford share their awe of these spaces, working in tandem to make them an accessible source of inspiration for future innovators, makers and doers everywhere.



MICHELLE ANDONIAN

#### Highlights of Henry Ford's Fascination with Flight

**1924** Ford Airport opens in Dearborn, Michigan, one of the first modern airports. It would eventually host the first scheduled passenger service in the United States.

**1925** Ford's Tri-Motor hits the market, and Ford becomes the largest manufacturer of commercial aircraft.

**1927** Henry Ford takes his first and only plane ride with Charles Lindbergh in *The Spirit of St. Louis*.

**1929** Ford unveils the 370-pound Ford Flivver, which could attain speeds of up to 85 miles per hour.

**1941** Ford mass-produces the B-24 Liberator at the Willow Run Plant, building more than 8,000 of the 19,000 total.

**DID YOU KNOW? /** Delta has long supported The Henry Ford's aviation-themed programming designed to help inspire future engineers and innovators, including the *Heroes of the Sky* exhibit's hands-on activity Build a Paper Airplane (above) and the *Home from Kitty Hawk* daily dramatic presentation at the Wright brothers' home in Greenfield Village.



▲ Will Rogers poses in a Ford Flivver airplane in 1927.

FROM THE HENRY FORD ARCHIVE OF AMERICAN INNOVATION™

# Potential Unleashed

Meet Tiarra Kelly: A college-bound 4.0 student who participated in The Henry Ford's Youth Mentorship Program

By Jennifer LaForce

PHOTO BY BILL BOWEN

## A STEP IN THE RIGHT DIRECTION

Through The Henry Ford's Youth Mentorship Program, teen Tiarra Kelly (left) gained vital work, social and communication skills from a host of on-site mentors, including Emily Koch, the program's director.

## High school senior Tiarra Kelly has a wall of fame at The Henry Ford.

This wall isn't insanely flashy or littered with trophies — it's a simple corkboard tucked on an office wall — but it still speaks volumes. Pinned up on it: a physics test emblazoned with an A, a recent report card with a column of A letter grades in every subject, a poem inspired by Lord Byron written by Kelly, and a certificate recognizing her decision to further her education and attend college.

Kelly graduated from John Glenn High School in Westland, Michigan, in 2016. She is also a three-year veteran of The Henry Ford's Youth Mentorship Program (YMP), which offers at-risk teens the opportunity to develop life and work skills on-site at The Henry Ford while earning additional credits in high school. YMP was founded in 1990 as a collaboration with Wayne-Westland Community Schools and would not exist without their continued partnership as well as the support of other generous donors.

Kelly finished high school with a 4.0. She was accepted at seven universities and received a scholarship from Eastern Michigan University, where she starts school

this fall. That's a long way from where she was three years ago.

As a freshman, Kelly was identified by her high school counselor as someone who might not graduate. "Looking back at my situation, I always thought it was possible for me to do more," said Kelly, whose life changed significantly when she moved to Westland her freshman year to live with her father. "I found my comfort zone with the Youth Mentorship Program and knew I needed to start carrying myself differently than I did in school."

Make no mistake, Kelly's academic and life accomplishments are her own. She did the work. She eagerly gives credit to YMP, too, for helping her develop positive relationships, communication skills and a comfort level with herself and the workplace. "When I was asked to be in the program, it was scary — a lot scary — at first," she said. "It [YMP] had to grow on me. Through the program, I've done many things I never would have done. Maybe I could even be a mentor one day."

## OUR 2015/16 YMP GRADUATES

The Youth Mentorship Program had four graduating seniors in its 2015/2016 school year. To celebrate their accomplishments, the graduates, their families and friends, along with school officials, program mentors, donors and The Henry Ford leadership, were invited to Lovett Hall at The Henry Ford for a private graduation ceremony in June. Each graduate prepared a speech and delivered it to the crowd. This year's graduates:

Austin Dickey, Wayne Memorial High School  
Elyssa Galloway, Wayne Memorial High School  
Tiarra Kelly, John Glenn High School  
Demetri Skeen, Wayne Memorial High School

### DID YOU KNOW? /

Some active volunteer mentors participating in the Youth Mentorship Program include: Tracy Wasako, Workforce Development; Ryan Spencer, Firestone Farm; Jackie Gentry and Lynette Anderson, William Ford Barn; Cynthia Jones, Ford Rouge Factory Tour; Kelly Clark, Food Services; and Matt Talbot, Institutional Advancement.

**SKILLS FOR GOOD CITIZENSHIP**

Working in partnership with the Wayne-Westland Community Schools, YMP gives high school students from that district the chance to earn credits and life experience by spending the second half of each school day working with an employee/volunteer mentor at The Henry Ford. Emily Koch, the new director of YMP, was Kelly's mentor for her final semester with the program. "Tiarra is a natural-born leader," said Koch. "She was a huge help to me when I came on board here — my go-to person to find out how things were done."

As part of YMP, Kelly worked in food services at Henry Ford Museum's Michigan Café. She also assisted in the photography department as The Henry Ford began its massive digitization of artifacts for its Archive of American Innovation and digital collections. It's here, she said, she gained a deeper love for photography, something she hopes to further pursue in her college courses. "I was interested in photography before, but working here helping set up cameras and props has been very hands-on," added Kelly.

As part of the program, Kelly also discovered what it means to be a mentor — as YMP imparts The Henry Ford's overall mission to help the world's future change makers learn by doing. Every Friday, Kelly and her fellow YMP enrollees traveled to Hamilton Elementary School in Westland to take on the role of mentor with a group of second-graders. In coordination with the teachers, they created projects related to science and reading. They even had the

opportunity to act as the second-graders' chaperones during a field trip to The Henry Ford.

"We are trying to give them vital work, communication and social skills, as well as teach them accountability. All things they need to become good citizens in their communities," said Koch.

**LIKE A FAMILY**

Recognized nationally for its success, YMP provides an atmosphere where students can succeed in an environment different from the traditional classroom. Working with their mentors, and through community-building activities, goal-setting and weekly discussions on topics that students choose, YMP participants find trust, gain confidence, experience, and camaraderie within the program. "When you have someone pushing you and believing in you, you can turn things around," said Koch. "The kids in this program are like family, working together and developing lifelong friendships and bonds."

The Henry Ford prides itself on its mission to use its resources to inspire today's youth to be future change makers. YMP and the more than 275 student participants such as Tiarra Kelly who have been positively influenced are the embodiment of how The Henry Ford — with its generous donor support — is ensuring these words translate into real actions. As Koch elaborated, these are actions that change young peoples' lives and help them succeed.

**WORK IN PROGRESS**

Student Tiarra Kelly spent three years in the Youth Mentorship Program. Here, she gained a deeper appreciation for photography under the tutelage of mentor Rudy Ruzicska, The Henry Ford's photographer for nearly six decades.



PHOTOS BY RUDY RUZICKA

**“Overall, YMP has benefited my life in many, many ways ... standing here and talking about having a 4.0 GPA, and attending Eastern Michigan University in the fall, is pretty crazy to me because four years ago, I would have NEVER thought I would be at this place in my life.”**

— Tiarra Kelly

# STATS & FACTS

**Numbers don't lie. The Youth Mentorship Program makes a difference.**



Figures represent student performance during the September 2015-June 2016 school year

## Evaluation

Families who said their child's attitude improved

**80%**

Families who said their home life improved

**75%**

## Student Performance

Students with improved attendance

**65%**

Students with improved grades

**53%**

	9/2015	6/2016
Students who felt part of a community at THF	25%	100%
Students who expect to graduate high school	60%	90%
Students who feel they make a difference in their community	20%	90%

## thank you

The Youth Mentorship Program would not be what it is today without the support of its generous donors. Your contributions keep YMP moving forward, advancing curriculum and providing transportation, clothing, equipment and social services to student participants. Donors allow YMP to remain true to its mission and the mission of The Henry Ford to give future change makers a destination dedicated to resourcefulness, innovation, ingenuity and the principle of learning by doing.

**The 2015/16 Graduation Program Donors\***

- Comerica Charitable Foundation
  - William Randolph Hearst Foundation
  - Clarence and Jack Himmel Foundation
  - The Karen and Drew Peslar Foundation
  - Herbert and Elsa Ponting Foundation
  - Milton M. Ratner Foundation
  - Young Woman's Home Association
- \* Some donors wish to remain anonymous and are not listed here.

**SUPPORT YMP AND HELP TEENS LEARN BY DOING**

Contact Jeff Dunlap  
Senior Director of Development  
313.982.6167  
JeffD@thehenryford.org

### The Henry Ford Operating Revenue (in thousands)

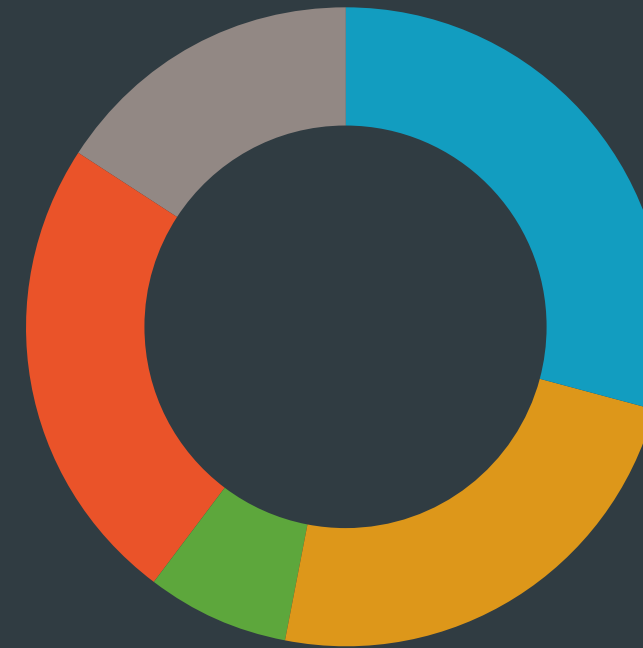
	2015 (unaudited)	2014
<b>ADMISSIONS</b>	<b>\$12,967</b>	<b>\$11,728</b>
<b>MEMBERSHIP</b>	<b>\$5,646</b>	<b>\$5,176</b>
<b>RESTAURANTS + CATERING</b>	<b>\$13,641</b>	<b>\$11,911</b>
<b>RETAIL</b>	<b>\$1,443</b>	<b>\$1,367</b>
<b>OTHER EARNED INCOME</b>	<b>\$8,219</b>	<b>\$6,006</b>
<b>GIFTS + CONTRIBUTIONS</b>	<b>\$4,531</b>	<b>\$4,652</b>
<b>INVESTMENT INCOME</b>	<b>\$15,194</b>	<b>\$14,209</b>
<b>OTHER</b>	<b>\$1,658</b>	<b>\$1,731</b>
	<b>\$63,299</b>	<b>\$56,780</b>

### Operating Expenses (in thousands)

	2015 (unaudited)	2014
<b>PROGRAM</b>	<b>\$52,697</b>	<b>\$47,055</b>
<b>ADMINISTRATIVE</b>	<b>\$7,016</b>	<b>\$6,296</b>
<b>DEVELOPMENT + MEMBERSHIP</b>	<b>\$2,770</b>	<b>\$2,486</b>
	<b>\$62,483</b>	<b>\$55,837</b>
<b>CAPITAL INVESTMENTS</b>	<b>\$650</b>	<b>\$816</b>
<b>SURPLUS (DEFICIT)**</b>	<b>\$164</b>	<b>\$127</b>

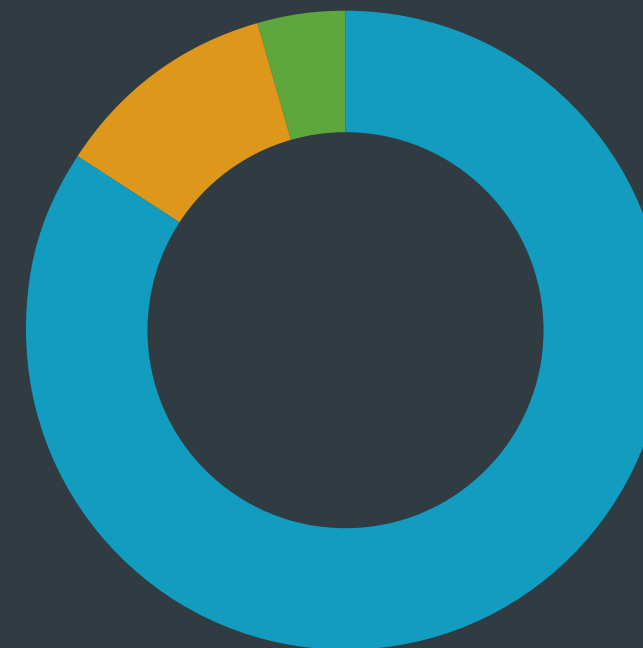
Fundraising expenses as a percentage of total revenue: 4.38%  
 Fundraising + administration expenses as a percentage of total revenue: 15.46%

\*\*Note: Excludes depreciation



### 2015 Operating Support + Revenue

PROGRAM REVENUE 29.4%  
 RETAIL + FOOD SALES 23.8%  
 GIFTS + CONTRIBUTIONS 7.2%  
 INVESTMENT INCOME 24%  
 OTHER 15.6%



### 2015 Operating Expenditures

PROGRAM 84.3%  
 ADMINISTRATIVE 11.2%  
 DEVELOPMENT + MEMBERSHIP 4.4%





**THANK YOU**  
**2015 DONOR ROLL**

# Making an Impact Through Giving

We sincerely thank all of you for helping us grow and build on our heritage of celebrating innovation, resourcefulness and ingenuity.

The following pages recognize cumulative gifts as well as gifts from individuals, companies and foundations received between January 1, 2015, and December 31, 2015.

If we have omitted a name or otherwise erred, please accept our apology and contact the Institutional Advancement Office at 313.982.6115.

## CUMULATIVE GIFTS

### \$5,000,000 and Above

Lynn and Paul Alandt (t) and Benson Ford, Jr. on behalf of the Benson & Edith Ford Fund  
Harvey Firestone, Jr. Foundation  
Mr. and Mrs. Edsel B. Ford  
Henry and Clara Bryant Ford  
Ford Motor Company  
Ford Motor Company Fund  
Mrs. Walter B. Ford II  
Mr. and Mrs. William Clay Ford  
William & Martha Ford Fund  
The Kresge Foundation  
Michigan Council for Arts and Cultural Affairs  
National Endowment for the Humanities  
State of Michigan

### \$1,000,000-\$4,999,999

The Anderson Fund  
Blue Cross Blue Shield of Michigan  
The Booth Family  
Cisco Systems, Inc.  
Community Foundation for Southeast Michigan  
William Davidson Foundation  
Delta Air Lines  
DTE Energy Foundation  
Cynthia and Edsel B. Ford II (t) on behalf of the Henry Ford II Fund  
Eleanor & Edsel Ford Fund  
Ford Foundation  
William C. Ford, Jr. and Lisa V. Ford (t)

Mr. and Mrs. Steven K. Hamp (t)  
Herrick Foundation  
Hudson-Webber Foundation  
Institute of Museum and Library Services  
ITC Holdings Corp.  
John S. and James L. Knight Foundation  
Mr. and Mrs. Charles P. Kontulis Fund (t)  
Donald and Mary Kosch Foundation  
Lear Corporation  
Richard and Jane Manoogian Foundation (t)  
Masco Corporation Foundation  
McGregor Fund  
Microsoft Corporation  
Northwest Airlines, Inc.  
Roger S. Penske  
Rolex Watch U.S.A., Inc.  
Roush Corporation  
SBC Michigan  
The Elizabeth, Allan and Warren Shelden Fund  
Siemens PLM Software  
Silicon Valley Community Foundation  
The Skillman Foundation  
Unisys Corporation  
Ambassador and Mrs. Ronald N. Weiser (t)  
Matilda R. Wilson Fund  
World Heritage Foundation/  
"The Prechter Fund"

### \$500,000-\$999,999

AT&T  
Bank of America  
Ford R. Bryan  
Comerica Bank  
Mr. Richard Cook

Fred A. and Barbara M. Erb Family Foundation  
Farmer Jack/A&P Supermarkets  
Walter & Josephine Ford Fund  
Mr. William H. Gates III  
Mr. Michael J. Goellnitz  
Macy's  
Mr. and Mrs. Peter C. Morse  
Shell Oil Company  
Mr. and Mrs. A. Alfred Taubman  
The Harry A. and Margaret D. Towsley Foundation  
U.S. Department of Education  
U.S. Department of Transportation and the Michigan Department of Transportation  
Whitney Fund

### \$100,000-\$499,999

Anonymous  
AAA Michigan  
Mr. and Mrs. Alan T. Ackerman  
Alberici Foundation  
The Alix Foundation  
Maggie & Bob Allesee  
The Americana Foundation  
American Automobile Centennial Commission  
Mr. and Mrs. Gerard M. Anderson (t)  
Aristeo Construction Co.  
Association of Science-Technology Centers  
AutoNation Inc.  
Robert & Toni Bader Charitable Foundation  
Bauervic-Paisley Foundation  
Mr. and Mrs. William W. Boeschenstein  
Estate of Frederick Bonacker, Jr.

(t)=trustee

CUMULATIVE GIFTS / \$100,000-\$499,999 (CONTINUED)

Borman's, Inc.  
Bridgestone/Firestone Americas  
Tire Operations  
The Brinker Group  
The Fred and Margaret Brusher  
Family Collection  
Mary Lou Burke  
Carpenter's Labor-Management  
Productivity & Training Committee  
Chase  
Mr. Michael J. Choffnes  
Chrysler Corporation Fund  
CIBER, Inc.  
City of Dearborn  
Mrs. Henry Austin Clark  
Dana Corporation  
Delphi Corporation  
Delphi Foundation  
Paul and Constance Dimond (t)  
DTE Energy Company  
Exhibit Works, Inc.  
explore.org, a direct charitable activity  
of the Annenberg Foundation  
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Fayez Sarofim & Co.  
Phillip and Lauren Fisher  
Mrs. Anne Ford  
Mrs. Charlotte M. Ford  
Walter and Roxanne Ford  
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Dean and Aviva Friedman/  
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**By supporting these organizations, you are also helping The Henry Ford fuel the spirit of American innovation and inspire an entrepreneurial, can-do culture.**

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Our indispensable volunteer corps gave 81,057 hours of service in 2015, the equivalent of 39 full-time employees. Of the 548 volunteers in 2015, the individuals listed below contributed 100 or more hours.

# 81,057

hours of service were given by our volunteer corps.

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# WHAT IS THE HENRY FORD EFFECT?

IT'S PROVIDING MORE THAN

**60**

SUMMER CAMP  
SCHOLARSHIPS

IT'S WELCOMING

**3 million**

ANNUAL ONLINE VISITORS  
TO THEHENRYFORD.ORG

IT'S MENTORING MORE THAN

**275**

STUDENTS THROUGH THE  
YOUTH MENTORSHIP PROGRAM

IT'S PRESERVING AND PROTECTING

**26 million**

ARTIFACTS IN  
OUR COLLECTION

IT'S PROVIDING MAKER FAIRE  
EXPERIENCES FOR CLOSE TO

**450**

YOUTH AND VOLUNTEERS

IT'S ENGAGING

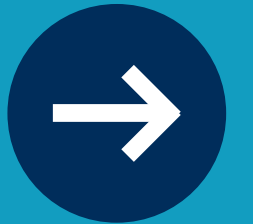
**60 million**

ANNUAL VIEWERS OF  
THE HENRY FORD'S INNOVATION NATION

IT'S INSPIRING MORE THAN

**240,000**

SCHOOLCHILDREN  
DURING FIELD TRIPS



# PROGRESS REPORT

Your generosity helps us build on our unparalleled collections and expertise to share knowledge, tell stories and deliver experiences that inspire people to learn from American 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 **26**



### American Style and Spirit: 130 Years of Fashions and Lives of an Entrepreneurial Family

Exhibit featuring family's collection of clothing tells tale of American life

The Henry Ford recently acquired an extraordinary collection of clothing that had belonged to several generations of one Midwestern family. The clothing had been carefully tucked away in the attic of the Roddis family home in Marshfield, Wisconsin. When Jane L. Bradbury, a Roddis descendant, started looking for a new home for her family heirlooms, she came to The Henry Ford with an offer to donate the garments. But what she was also offering, said Jeanine Head Miller, The Henry Ford's curator of domestic life, was so much more. It was the collection of stories attached to many of the dresses, blouses, suits, shoes and other accessories. Not only had Bradbury's family saved the clothing, they had saved letters, photographs and printed materials that helped "unpack" the stories the clothing could tell.

The clothing is lovely to look at. And under the care and curatorial expertise of The Henry Ford, it now offers an intriguing deeper dive. "The garments are beautiful," noted Miller. "Now, they not only provide a glimpse into the lives of the Roddis family, they also connect us with stories of American life."

Since the collection arrived, museum staff has carefully incorporated its research about the garments and accessories into The Henry Ford's catalog records. Plus, conservation work has been completed on the artifacts, assuring their long-term preservation.

Starting this November, more than 50 of these striking garments — and their stories — will be featured in a temporary exhibit inside Henry Ford Museum. To complement the exhibit, The Henry Ford will have a wealth of information about (and images of) all the clothing and accessories in the collection available on [thehenryford.org](http://thehenryford.org).

The objects, their stories and the engaging exhibit where they will debut will be an endless source of inspiration for generations to come. As Miller explains, they are a "gift forever."

*American Style and Spirit: 130 Years of Fashions and Lives of an Entrepreneurial Family* will be on exhibit in Henry Ford Museum November 5, 2016-April 2, 2017 in Henry Ford Museum.

◀ Beaver-trimmed dress with belt, about 1934, on exhibit at *American Style and Spirit: 130 Years of Fashions and Lives of an Entrepreneurial Family*, November 5, 2016-April 2, 2017 in Henry Ford Museum.

**DID YOU KNOW? /** Talks between The Henry Ford and the Roddis family first began when a connection was made between the bodice of a garment and a Detroit dressmaker named Barbara Hunt.



### Studio Glass

When Charles Sable, curator of decorative arts, was tasked with updating The Henry Ford's American glass collection, he accepted the challenge with enthusiasm. He envisioned creating an all-new gallery on the grounds of The Henry Ford, a place to exhibit portions of the institution's 10,000 glass artifacts currently in storage.

His vision dovetailed with the interest of Bruce and Ann Bachmann, private collectors of one of the most important studio glass collections. According to Sable, 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. Their goal was to create fine art, in place of craft or mass-produced objects.

While other museums were interested in the Bachmann collection, it was The Henry Ford that garnered the collectors' full attention. "The Bachmanns had very specific criteria for their collection," said Sable. "They were looking for an institution that was in an urban area, preferably in the Midwest where they live, had a large visitation, and was capable of exhibiting and maintaining the collection."

The Henry Ford was delighted when the Bachmanns chose to donate their collection to its Archive of American Innovation. "As Bruce [Bachmann] told me, it was a good marriage," noted Sable of the donation. "He felt his collection would live here in perpetuity."

This October, the story of the Studio Glass Movement becomes a permanent exhibition in Henry Ford Museum, which is made possible through a generous grant from the William Davidson Foundation. "Our exhibit is a deep dive into how studio glass unfolded," said Sable. "It's the story of the combination of science and art that created a new and innovative chapter in the history of glass. As a history museum, we look at the impact of studio glass on everyday life — we will include a section on mass-produced glass influenced by studio glass but sold by retailers such as Crate and Barrel, Pier 1 Imports and others."

Thanks to the generosity of the William Davidson Foundation, Sable's vision for an all-new glass gallery in Greenfield Village is also becoming a reality. The glass gallery in Greenfield Village will open in the Liberty Craftworks District in spring 2017, giving thousands of visitors the opportunity to see the artistry and evolution of American glass through artifacts, digitized images and interactive displays.



**DID YOU KNOW? /** The all-new glass gallery in Greenfield Village is a careful redesign of the McDonald & Sons Machine Shop in Greenfield Village's Liberty Craftworks District.



FROM THE HENRY FORD ARCHIVE OF AMERICAN INNOVATION™

▲ "Purple and Ruby Lyrical Movement" (top) by Harvey K. Littleton, 1988, and "Mandarin" by Toots Zynsky, 1992, gift of Bruce and Ann Bachmann.



### SAVE THE DATE PREVIEW RECEPTION NOVEMBER 4

Be the first to see selected clothing, accessories, family photographs and printed materials from The Henry Ford's Roddis collection during the exclusive exhibit preview for *American Style and Spirit: 130 Years of Fashions and Lives of an Entrepreneurial Family*. For details and updates about this special event and how to purchase tickets, visit [thehenryford.org/americanstylepreview](http://thehenryford.org/americanstylepreview).



### EXCLUSIVE EVENT FOR ALL DONOR SOCIETY MEMBERS\* ANNUAL PRESIDENT'S DINNER OCTOBER 13

Henry Ford Museum  
Davidson-Gerson Modern Glass Gallery  
Exhibition Preview and Cocktails 6 pm  
Dinner and Program, 7 p.m.

Hosted by Patricia E. Mooradian  
President, The Henry Ford

For more information, contact 313.982.6115 or [IATevents@thehenryford.org](mailto:IATevents@thehenryford.org)

\*Complimentary invitation extended to all donor society members (Eagle Tavern and above)

PHOTO BY GILLIAN BOSTOCK EWING

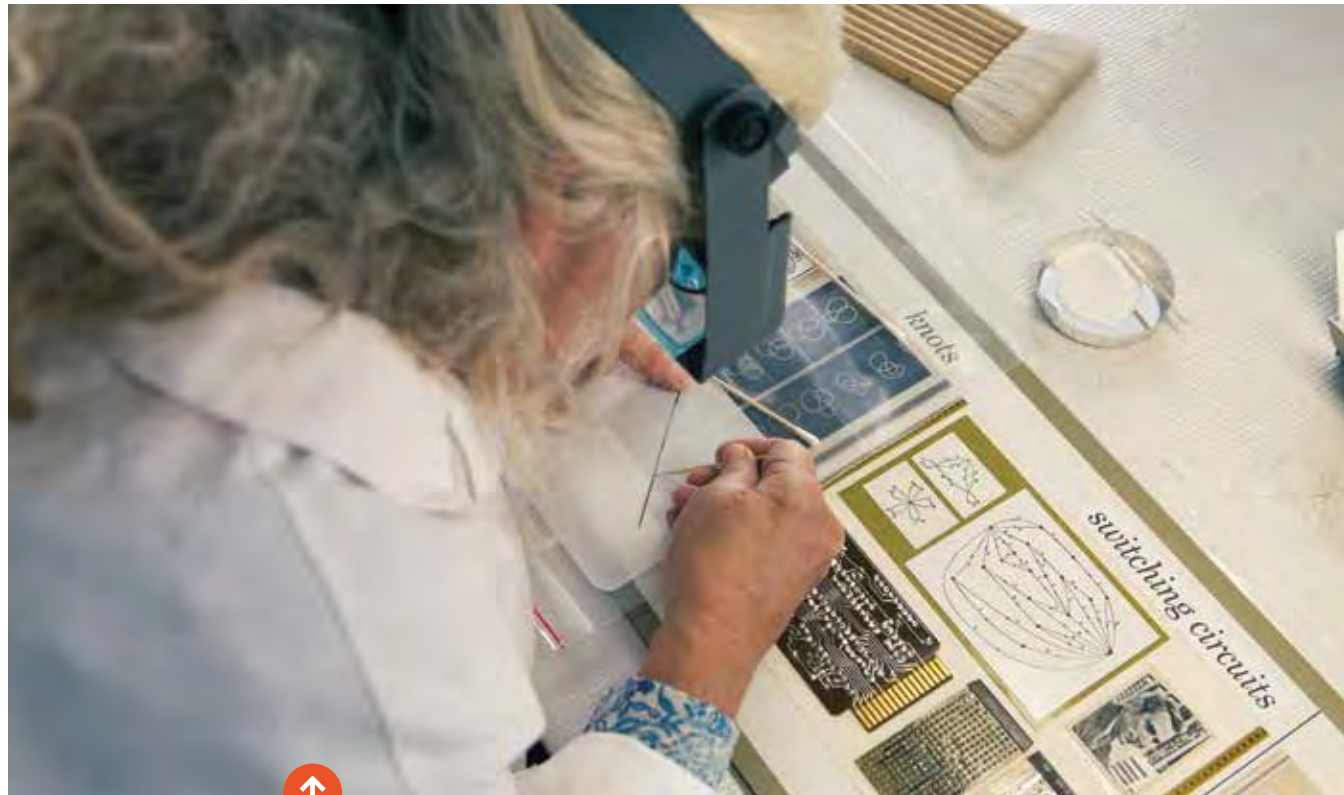


PHOTO BY BILL BOWEN



## Mathematica

**Interactive math exhibit goes on permanent exhibition in Henry Ford Museum in 2017**

Making math fun. Making math participatory. Making math an experience. When Charles and Ray Eames designed *Mathematica* in the early 1960s, their ideas were at the forefront of what makes an exhibit a hands-on tool for learning. They wanted to convey mathematics through interactivity, to make it digestible for everyone, whether a numbers novice or specialist. More than 50 years later, *Mathematica's* fundamental principles still ring true. And now, the thousands of guests who visit The Henry Ford daily can experience this visionary approach to mathematical concepts that support the modern-day STEM (science, technology, engineering and mathematics) platform used in schools today.

Acquired from the Eames Office in 2015, *Mathematica* goes on permanent exhibit in Henry Ford Museum in early 2017. You can already see a teaser of what's to come on the museum's floor. *Mathematica's* Random Walk installation, which is unique to this particular version of the exhibit, is on display under the Eames-designed 1964 New York World's Fair Kiosk in the museum.

"Acquiring *Mathematica* is just one more example of our commitment to present the legacy of the Eames Office, from both a design

and a communications angle," said Kristen Gallerneaux, curator of communications and information technology at The Henry Ford. "When the Eames family offered us the opportunity to become the new home for *Mathematica*, we recognized it as a playful — yet rigorous — learning tool for STEM education. It is also a very early interactive exhibit," added Gallerneaux, "and we have worked throughout the process of reviving it to stay true to every detail of its prior history."

The curatorial and conservation staff at The Henry Ford are currently preparing the many interactive models and kinetic installations for exhibit, careful to maintain *Mathematica's* original intent and integrity. "When we acquired *Mathematica*, some of the elements were operational, others were not," said Gallerneaux. As a result, The Henry Ford has made several careful decisions about internal mechanical upgrades and the installation of new logic boards and circuitry.

"*Mathematica* is representative of extreme innovation, robust in the sense that it hosts guests and encompasses this participatory quality," said Marc Greuther, chief curator and senior director of historical resources at The Henry Ford. "Classic Eames in its design, graphics, fonts and layout, it sidesteps boundaries between education, play, art and science."

**DID YOU KNOW? /** The Henry Ford's *Mathematica* exhibit was originally on display at the Pacific Science Center in Seattle before becoming the property of the Eames family.

# RELEVANCE MEETS REACH

Today, we're pursuing this mission with greater intensity, imagination and focus than ever. Deeply mindful of the challenges and opportunities before individuals and society at large, we're finding new ways to be relevant in a rapidly transforming world — to more people, through more channels, with more impact.



## MAXIMUM ACCESS

We are taking The Henry Ford Archive of American Innovation™ and making it as real, relevant, accessible and usable as digitally possible at an accelerated pace. Introduce yourself to our expanding digital storytelling ecosystem at [thehenryford.org/explore](http://thehenryford.org/explore).

## TAKING INNOVATION LIVE



Entering its third season, *The Henry Ford's Innovation Nation* TV show, which delivers our content to millions of households, extends an irresistible invitation as a primary point of entry into the stories we have to share. Tune in to our two-time Emmy® Award-winning show Saturday mornings on CBS or watch online at [thehenryford.org](http://thehenryford.org).



## COUNTLESS STORIES

The content we're sharing gains much of its power to inspire imagination and action through the medium of storytelling. Many of the stories we share draw on the real-world experiences of the real-life innovators behind the artifacts in our collections. Discover these stories in *The Henry Ford Magazine*.



# IMAGE INSPIRES

## An autographed print from The Henry Ford encourages young innovator

Carson Lloyd loves 3-D printing. He wears a Fitbit. He sports an Apple T-shirt. He can talk your ear off about robotics, coding and app design. He's a huge fan of *The Henry Ford's Innovation Nation* TV show. And if his mom would let him have one, he would probably be toting around a new iPhone 6.

Lloyd celebrated his 10th birthday in March 2016. And while many moms would probably hit GameStop to search out the perfect gift for their sons, Carson's mother, Laura Lloyd, had a better idea. She donated \$150 to The Henry Ford through the Spark Innovation online campaign and scored her oldest boy a limited-edition print of The Henry Ford's 1976 Apple 1 computer, one of the first preassembled computers produced by Steve Jobs and Steve Wozniak, the founders of Apple Inc.

"He's such an Apple kid," said Laura Lloyd. "He knows more about Apple than I do. He even asks me to take him to the Apple Store just so he can look around. When I saw the print, I knew it would be the perfect birthday gift."

The Apple 1 print is one of six in a series from renowned photographer Lisa Spindler. She partnered with The Henry Ford to photograph a set of artifacts as part of the Spark Innovation online campaign (see sidebar at right). The prints, numbered and autographed, are thank-you gifts sent to those who donate to The Henry Ford through the campaign.

For Lloyd, the print seems to be much more than just a cool birthday present from his parents. It's symbolic of what inspires him. "I was so excited when I opened it," said Carson of his print. "We plan on having it framed and hanging it in my room. I have liked Apple for a long time. I've read books about Steve Jobs and know he started the company working from his garage without a lot of money."

Lloyd appears to have a similar undaunted drive for creation as Jobs and Wozniak, the epitome of the future maker, doer and game changer. The Henry Ford wants to encourage. He has attended Apple Camps and Camp Invention sponsored by the National Inventors Hall of Fame. He's also a big fan of The Henry Ford's Maker Faire. Plus, he has competed in several challenges through Destination Imagination, a program that supports STEM education principles. He recently competed in the program's Musical Mashup challenge, where his team of fourth-graders created a structure strong enough to hold more than 800 pounds that was also a musical instrument that played *Mary Had a Little Lamb*. They competed in several regional, state and worldwide competitions.

"I was one of the engineers for our team, deciding how we should build the structure to be a certain weight and so it could hold more than 800 pounds," said Carson. The project took months to complete, and his team conquered several issues along the way. "We had problems with the hot glue adding weight," he noted. "Then we changed to superglue, and we saw a real improvement at states."

Added mom, "Carson is a problem solver. He doesn't get frustrated, and he's always been interested in technology. Kids today have to be, because nearly every job in their future is somehow related."



Young innovator Carson Lloyd (center) puts his love of Apple computing into action, participating in youth tech competitions. ▶

# SPARK INNOVATION

## Online campaign generates interest and support for The Henry Ford

The Henry Ford as an institution celebrates doers, makers and risk takers — those individuals like 10-year-old Carson Lloyd who like to create things and look for different approaches to solve problems. Last year, The Henry Ford put these principles into action, launching its first-ever digital crowdfunding initiative. Spark Innovation, which runs through November 2016, gives supporters the opportunity to donate to The Henry Ford's Annual Fund through an online campaign. All donations made through Spark Innovation help The Henry Ford create more immersive learning environments and build upon the digital access to its Archive of American Innovation.

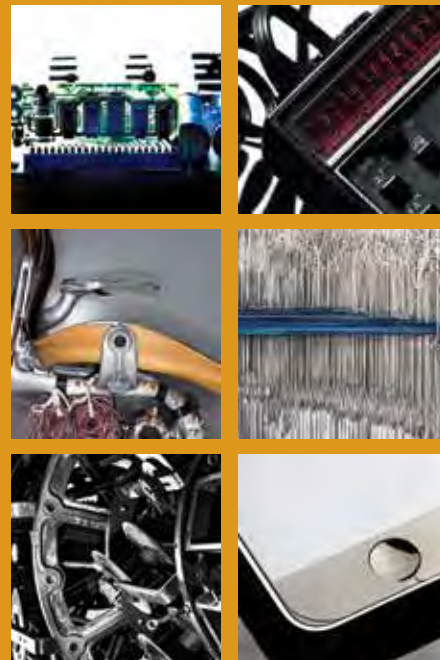
In thanks for a minimum donation of \$150,\* supporters to the campaign — such as the Lloyd family — qualify for one of six limited-edition, museum-quality prints of an artifact from The Henry Ford. Supporters who make a donation of \$1,200\* or more will receive all six prints as a thank you. The distinctive photography series (shown below) is the handiwork of renowned fine-arts photographer Lisa Spindler. The Apple 1 computer (1976), Jacquard loom (1934), HP-35 calculator (1972), cable machine (1869), Aeron chair (1994) and iPhone (2007) were her assigned subjects, all artifacts from The Henry Ford Archive of American Innovation.™

The last available print in the series, the iPhone, posts to the online campaign in November. To donate as part of the Spark Innovation campaign, go to [thehenryford.org/sparkinnovation](http://thehenryford.org/sparkinnovation).

### HELP US SPARK INNOVATION

To make a gift, visit [thehenryford.org/sparkinnovation](http://thehenryford.org/sparkinnovation) or contact Danielle Blasko, manager, annual fund and campaign events, at 313.982.6026 or [danielleb@thehenryford.org](mailto:danielleb@thehenryford.org).

\*Tax deduction = total donation minus fair market value of print.



▼ For his 10th birthday in 2016, Carson Lloyd received an autographed print of The Henry Ford's Apple 1 computer, a gift for his family's donation to the Spark Innovation Campaign.

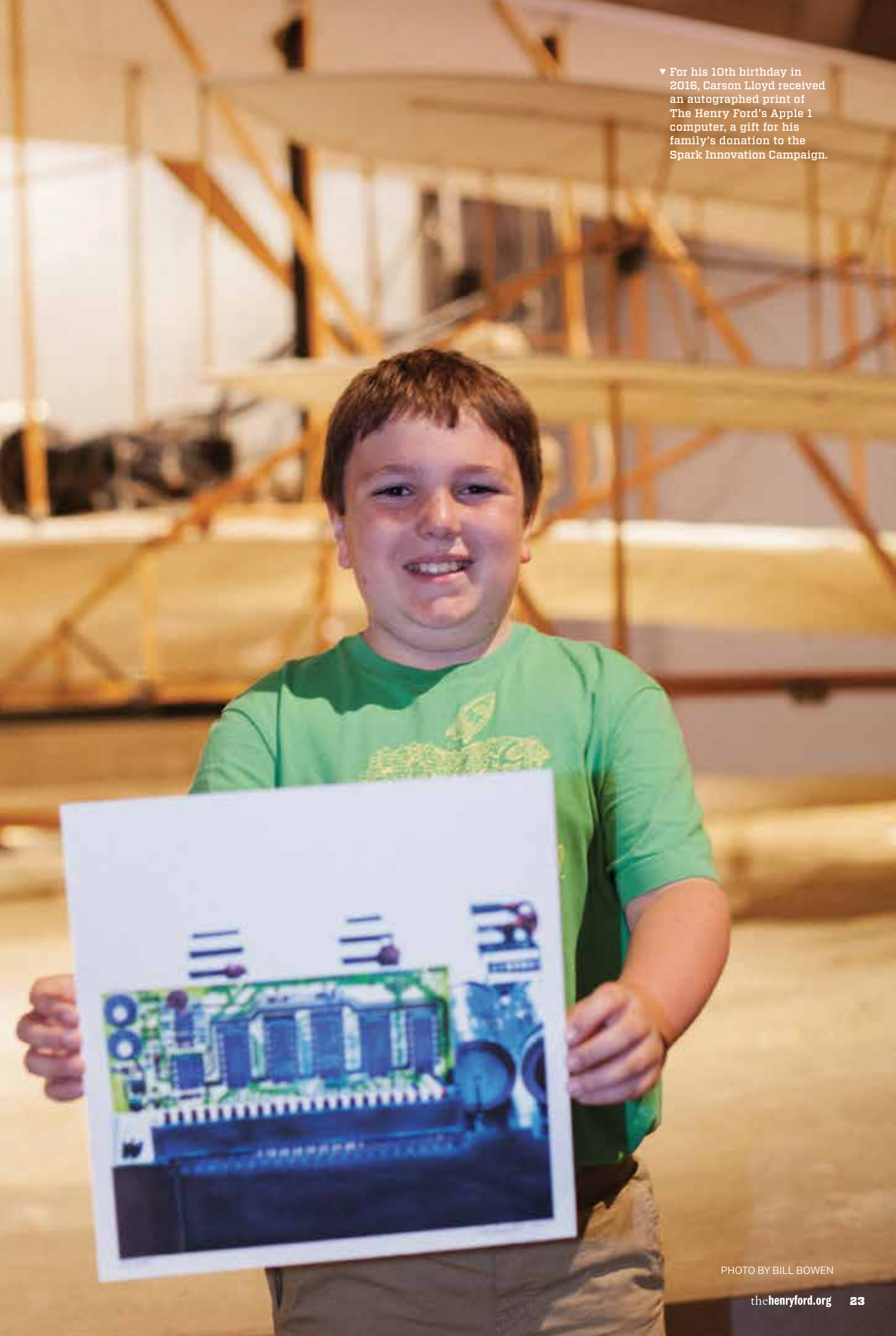


PHOTO BY BILL BOWEN

# HONORING CLARA BRYANT FORD



“Clara’s character and personal ideals served as a positive influence for youth and as a model for women. Having the opportunity to follow her life firsthand, I am humbled to share in her spirit.”

— Shirley Damps, master presenter and Clara Bryant Ford Society member

“Having Clara Ford’s 150th gathering at the Martha-Mary Chapel was most appropriate. Her spirit was imbued in the most wonderful way. It would have made Clara Ford proud.”

— Larry Turek, attendee and Clara Bryant Ford Society member

Clara Bryant Ford Society members spent a June afternoon in Greenfield Village for a special celebration honoring Clara Bryant Ford’s 150th birthday. The event was held at the Martha-Mary Chapel with tea service in the Garden of the Leavened Heart.

### The Clara Bryant Ford Society

Membership in The Clara Bryant Ford society is extended to those who have made planned or legacy gifts in support of The Henry Ford. Society members receive special recognition in The Henry Ford’s annual donor publication and on donor walls, plus invitations to special events, including the annual President’s Dinner. With your membership, you join a special group of committed individuals and families who have demonstrated an extraordinary level of support.

#### LEARN MORE ABOUT THE CLARA BRYANT FORD SOCIETY

Visit [thehenryford.org](http://thehenryford.org) or call Jeff Dunlap at 313.982.6167.

Clockwise from top: The Henry Ford President Patricia Mooradian addresses the intimate group of guests celebrating Clara Bryant Ford’s 150th birthday in Greenfield Village. Attendees enjoyed tea service in the Garden of the Leavened Heart. Millie Webster (left) extends salutations to Shirley Damps, who offered a special presentation on Clara Ford. The Henry Ford’s Spence Medford (left) and Jeff Dunlap share their thanks with Shirley Damps for her support of The Henry Ford. ▼



the Henry Ford

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# Henry Ford III

GLOBAL MARKETING MANAGER,  
FORD PERFORMANCE



## Founder's namesake joins board, looks to share his passion for learning

It makes complete sense that Henry Ford III would not only work for the company his great-great-grandfather founded but would also become the most recent member of the Ford family to join The Henry Ford's board of trustees.

"I almost grew up at The Henry Ford," said Ford III. "We went so often, probably every other weekend when I was younger."

Ford's path to the board and the family business is a tad circuitous. An English major at Dartmouth, Ford became a teacher after college. "I knew one day I wanted to work at Ford, but I felt strongly about teaching first," he said. "I wanted to be in a position where I could have an impact on someone's life."

Ford, 33, is now the global marketing manager for Ford Performance. It's not where he started at the company. "I realized if I wanted to have a long-term career at Ford, I needed to understand the business fundamentals."

He worked in labor relations and even spent a summer during grad school — he has an MBA from the Massachusetts Institute of Technology — selling cars at a Ford dealership. "I got a few double takes when I introduced myself," he laughed. "People thought I was being a wise guy. I had to take out my driver's license to prove who I was."

Ford now serves on the board with his father, Edsel B. Ford II, continuing a pattern that began with his childhood visits to the museum. "Every time I go to The Henry Ford, I learn something new," he said. "It's a place where you can really bring education to life."

# Mark Reuss

EXECUTIVE VICE PRESIDENT,  
GLOBAL PRODUCT DEVELOPMENT,  
PURCHASING AND SUPPLY CHAIN,  
GENERAL MOTORS COMPANY



## For longtime GM executive, joining the board of trustees seemed destined to be

"Years ago, my dad took a vacation with his parents to see two places — the GM Tech Center and The Henry Ford," said Mark Reuss. "He decided right then that this was where he wanted to work, this was the industry he wanted to be in."

Lloyd Reuss eventually became president at GM. His son Mark is following in his dad's footsteps, currently serving as executive vice president, global product development, for GM. He is making history as the first-ever representative from GM to serve on The Henry Ford's board.

Reuss admits that early childhood visits to Henry Ford Museum played a role in his decision to pursue a career in the automotive industry. "It was the first spark toward my interest in design and engineering," said Reuss. "That's the magic of the place. You can walk up to it and touch it, see it, feel it. That was incredibly transformative for me."

Through Reuss' affiliation with The Henry Ford, an initiative is underway to lend some of the historical vehicles — currently stored at the General Motors Heritage Center in Sterling Heights — to The Henry Ford. Reuss' hope is that, as young visitors wander by the cars, perhaps they too will feel a surge of inspiration and the beginnings of a career journey launched.

"It was always a big deal to go to The Henry Ford. It's a part of who I am."

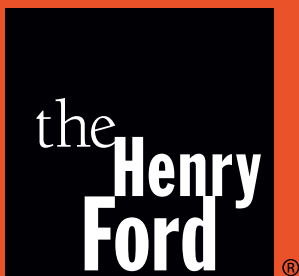
— Mark Reuss



The Henry Ford Effect is an enduring mission that we all strive for together. It's the impact and inspiration you create through your philanthropic support. **We thank you.**



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## OUR MISSION

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.

### For questions or information on how to donate:

Contact the Institutional Advancement  
Office at 313.982.6115.

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