

The Henry Ford Effect

Volume 4 | 2013 | Making an Impact Through Giving



Makers of All Kinds Benefit The Henry Ford

Henry Ford Museum's first-ever hackathon took place this year during Maker Faire® Detroit.

A letter from **The Henry Ford President**

Dear Friends,

While we eagerly anticipate the arrival of fall at The Henry Ford, let me take a moment to share with you some reflections on one of our major events last summer — the fourth annual Maker Faire Detroit.

This unique, family-friendly festival was an opportunity for over 400 “Makers” to congregate on our grounds over a weekend in late July. There were inventors and engineers, performers and craftspeople, all displaying their do-it-yourself ingenuity and creativity at a place that celebrates the spirit and legacy of our founder, the original and arguably greatest Maker ever, Henry Ford.

The weekend further established The Henry Ford as the ultimate “Maker space” for inspiration and collaboration. It also confirmed that this culture of making and creating is gaining more and more momentum each and every year, lending credence to the words of Dale Dougherty, the co-creator of Maker Faire and the founding editor and publisher of Make magazine: “All of us are Makers,” Dale says. “We’re born Makers. We don’t just live, but we make. We create things.”

And what we create, how we make a reality of whatever our vision might be, is the very essence of what The Henry Ford is all about.

Which brings me to the various benefactors we profile in this issue of *The Henry Ford Effect*. All of them are Makers of one kind or another. All believe in our mission and help us fulfill it each and every day. And all exemplify the message that is literally engraved on the donor sign at the entrance to Greenfield Village:

Everything of significance we do today, we do in partnership with others.

Masco makes brand-name products for the home improvement and new-home construction markets. But this local Fortune 500 company, founded over 80 years ago by an Armenian immigrant, has also been a decades-long supporter of The Henry Ford. Masco's generous contributions over the years, focused in large part on underwriting visits of literally thousands of schoolchildren, ensure that the minds of future generations will continue to be sparked and inspired by the spirit of American innovation.

Buddy's makes pizza. Do they ever — the best there is! But ever since the Jacobs family took over the original location over 40 years ago, long before it was expanded into today's chain of wildly successful

area locations, they also made a pledge: to give back. They've donated millions of dollars to feed the hungry and also support The Henry Ford with a variety of programs, including our very own signature pizza!

And then there are two special ladies — both of whom are Makers — who have made commitments to a place they love and believe in:

Edwina Simpson's late husband, Bruce, was a student at the Greenfield Village schools, opened by Henry Ford in 1929. He was a young man whose relationship with our founder — grounded in their shared love for the violin — launched Bruce on a life trajectory: a long career at Ford, an insatiable desire to solve problems with creative solutions and a love for Henry Ford Museum and Greenfield Village that burned bright until his final days. In gratitude for all of that, his wife is giving back to the place that so inspired Bruce, in hopes of inspiring others.

And then there's our own Shirley Damps, who knows just a few things about learning and about The Henry Ford, too. After retiring from her job as an educator in Chicago, she pulled up stakes, moved to Dearborn and blissfully began a second career here — as a presenter, author of a daily newsletter and a longtime donor too, through our Staff and Volunteer Campaign. Like all the other Makers profiled in this issue, Shirley values our mission and is determined to perpetuate it for years to come.

So, as we gratefully acknowledge and thank all of our Makers, we also forge ahead, intent on ensuring that your collective passion, ingenuity and creativity will thrive far into a future we can now only imagine.

And while we don't know exactly what problems and challenges lie ahead, with your help we are doing our very best to make sure the Makers of tomorrow are there to solve them.

Patricia

Patricia E. Mooradian



IN THIS ISSUE

PAGE 2

Masco & Its Historical Relationship to The Henry Ford



A Tradition of Giving at Buddy's Pizza



PAGE 3

An Employee's Lifetime of Giving — Inspired by Our Founder



PAGE 4

A Life, Legacy & Annuity: All Inspired by Henry Ford



Photo by Michelle Andonian

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 (above).

Learn more @ **ONINNOVATION.COM.**

Masco & Its Historical Relationship to The Henry Ford

School children push the roundhouse turntable in Greenfield Village.

“We want to be sure that all the children in the region have an opportunity to learn more about our unique history through a hands-on experience in an incomparable environment.”

The records documenting the generosity of Masco Corporation to The Henry Ford go back almost 30 years. But Melonie Colaianne, president of the Masco Foundation, says the relationship began long before that. “Our history of giving to The Henry Ford goes back decades,” she says. “Our philanthropic tracking is complete from 1985 forward; however, our foundation has been supporting philanthropic causes in the community for more than 60 years.”

An incredibly generous donor, to say the very least.

“Our cumulative support exceeds \$2.5 million over the years,” Colaianne says, “and based on relative support to other cultural institutions, that represents a significant commitment by Masco Corporation to the mission and work of The Henry Ford.”

The most recent grant from the Masco Foundation will be used in large part to subsidize field trips for schoolchildren, which has been a primary focus of its support in recent years.

“Given the challenging economic climate,” Colaianne says, “we learned that many school districts were no longer able to support field trips, and we felt it was important for us to step in and underwrite admission fees and transportation to The Henry Ford. We want to be sure that all the children in the region have an opportunity to learn more about our unique history through a hands-on experience in an incomparable environment.”

Colaianne has lived in the Detroit area her entire life and fondly recalls her visits to Henry Ford Museum and Greenfield Village, beginning when she was a schoolgirl. “A trip to The Henry Ford is eye-opening and mesmerizing,” she says. “No matter how many times you go or how much time you spend wandering, there’s always an opportunity to learn something new. I don’t view The Henry Ford as a local treasure ... I continue to view it as a world treasure.”

Of course, Henry Ford’s curiosity about the world around him was one of his great qualities, one that was shared by Alex Manoogian, the founder and guiding force behind Masco.

Manoogian, an Armenian immigrant from Turkey, arrived at Ellis Island in 1920 with a suitcase in each hand, \$50 in his pocket and a burning desire to achieve

and excel. Five years after settling in Detroit, he and two partners began making machined parts for the auto industry, the roots of what would soon become Masco. The watershed moment for the company came in the early 1950s, when an inventor showed Manoogian the prototype for what was considered an outrageous idea at the time — a single-handle faucet that combines pressure control with the mixing of hot and cold water. Manoogian bought the inventor’s rights to the concept, improved the design and soon afterward the innovative Delta faucet became a household name. The company thrived.

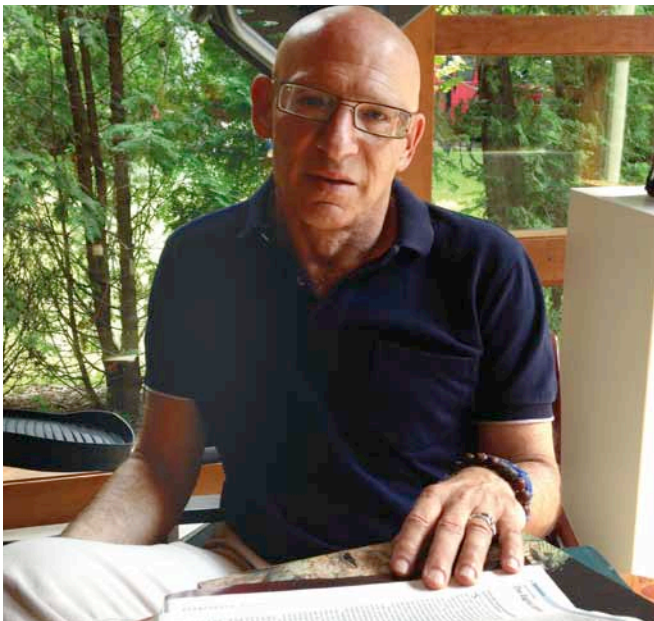
Manoogian’s rags-to-riches journey is the quintessential immigrant success story, one that was accomplished soon after Henry Ford revolutionized the automobile industry, which raises an obvious question: Did these two titans of industry know one another?

“They obviously shared a lot of the same personal qualities,” Colaianne says, “very intelligent, philanthropic, entrepreneurial individuals building their enterprises in the same geographic region. While I am unaware personally of any relationship between the two, I do believe that each of them had their own respective dream — one for a Ford in every driveway and the other for Delta faucets in every home.”

These days, in addition to the similarities between their founders and respective visions, there is one other strong connection between Masco and The Henry Ford, in the person of Alex’s son, Richard. He serves on The Henry Ford’s Board of Trustees. Richard knows better than anyone that, while his father was an entrepreneurial genius, his true legacy remains his generosity to this community and our cultural institutions.

“He was a great philanthropist,” Colaianne says, “and he had a very distinct interest in the arts and cultural heritage of the region. He had a hand in the establishment and support of a number of very distinguished institutions in the Detroit area. Masco’s support to Henry Ford Museum and Greenfield Village continues today due to the Manoogian family’s strong interest in establishing Detroit as a cultural hub. The Henry Ford continues to play an important role in that vision, and that’s why Masco continues to provide support today.” ■

A Tradition of Giving at Buddy’s Pizza



Robert Jacobs of Buddy's Pizza

It was 1970, and Billy and Shirlee Jacobs had just become the new owners of Buddy’s, the popular pizza joint at the corner of Six Mile and Conant. The restaurant had a long-standing history of giving back to the community, and Billy and Shirlee made it clear the practice would continue under their stewardship.

“We’ve always felt we have a social responsibility as a corporation,” says Robert Jacobs, who inherited the business from his parents, “and the work we do to contribute and give back to the community is a rewarding experience.”

Buddy’s Pizza is perhaps best known for its support of the Capuchin Soup Kitchen in Detroit, donating more than \$2.5 million since 1977 through its “Slice For Life” benefit. But Jacobs — who now owns not just that first restaurant but eight more in the surrounding area, with another two under construction — is equally proud of the relationship he has established with The Henry Ford.

Buddy’s not only sponsors annual visits by hundreds of schoolchildren but also added The Henry Ford to its Motor City Pizza Collection, which features specialty pizzas inspired by Detroit’s greatest cultural institutions. (The Henry Ford pizza has turned out to be a very popular choice!) Buddy’s also provides a discount coupon on the back of half

[continued on next page](#)

A Tradition of Giving at Buddy's Pizza

continued from page 2

of all the admission tickets printed for the museum and Greenfield Village.

"You can use the coupon at any of the restaurants," Robert says, "but it so happens that we have one on Michigan Avenue, about a half-mile from The Henry Ford. We see the same people there year after year, so I think part of the The Henry Ford experience for them is to also come to Buddy's. The fact we're so close is good for us and good for them. So the relationship is a total natural."

"There's only one Henry Ford," Robert adds, "and, of course, Buddy's has a pizza that's very unique, too."

But he quickly makes it clear that the connection between the two iconic Detroit destinations runs much deeper.

"One of my passions is helping children," he says. "I don't have my own kids, and at this stage of my life, it's about making a difference in the world."

It's an outlook that resonates profoundly at The Henry Ford, where a primary goal of the mission is to ensure that when the next Henry Ford or Thomas Edison or Steve Jobs walks through its doors, that child will be empowered to nurture any idea, stoke any fire and ignite the smallest spark of desire to innovate and create.

"I get great happiness making a difference," Robert says. "A little bit more money is not going to change my life. Giving, helping other people, that makes me happy."

It also makes him amazingly fit and trim, especially for a man who's spent virtually his entire adult life in the business of cheese, dough and all those tempting toppings. It turns out there's a very sobering explanation.

"I was seriously sick around eight years ago," Robert explains, "with a neuromuscular condition that anywhere from 2 to 10 percent of people die from. And if you don't die, many end up in a wheelchair, so I'm very lucky."

Nowadays he's a student of yoga and a practitioner of Feldenkrais, a demanding discipline whose goal is to retrain the human nervous system and allow for improved motor ability. And he happily admits to "working out all the time." In a house filled with exquisitely positioned sculptures and paintings, the most prominent object isn't a piece of art but a treadmill, incongruously jammed into a narrow space in the breakfast nook.

It all raises an obvious question about what lessons Robert has learned in the wake of his life-threatening experience:

"Well, it certainly changes a person's point of view," he allows. "But I honestly don't know if it was the sickness. I do know this: I was forced to slow down a little bit. And now I do take more time for myself, for things that I deem important outside of work. Maybe it's because I'm getting older, maybe because I got sick. I don't know exactly all the reasons. But certainly when one gets sick, one realizes there's more to life than just work. You're mortal, so what do you really want? And you take the time to focus in on things that you need to do to be happy. And certainly one of them is to give."

And, Robert readily reveals, it turns out there's even a bottom-line benefit to all that munificence.

"It's good karma," he says. "The more generous I get, the better business is."

Now that's a business model that can only lead to good things, for Robert, for Buddy's Pizza and, of course, The Henry Ford, too. ■



Shirley Damps as Mrs. Cohen in Greenfield Village.

An Employee's Lifetime of Giving — Inspired by Our Founder

In 1947, Shirley Damps was just a little girl in her native Chicago. One day her father looked up from the newspaper he was reading and told her there was something he wanted her to see.

"He showed me the front page," she recalls, "and there was a huge headline that said, 'Henry Ford Dies.' My dad drove a 1927 Model T in his very early days, so Henry Ford was a very important person for him."

And Henry Ford soon became just as important for Shirley, who read every book she could find about him and all of his accomplishments.

"I was hooked," she says, "and soon became what I guess is referred to as a 'Fordophile.'"

And when Shirley began what would be a long career as an educator in Chicago's public school system, she also embarked on a lifelong commitment to give back, wholly inspired by her hero.

"One of Henry Ford's favorite poets was Ralph Waldo Emerson," she says, "and one of his most memorable quotes was, 'The greatest gift is a portion of thyself.' So every place that I've ever worked I have to feel that it's important to me, and part of that is giving and sharing. You give what you can and then give more. I do believe in that. It's been a way of life for me."

Shirley's career at The Henry Ford began in 2003, several years after her retirement, when she moved from Chicago to Dearborn, bought a home in the historic Ford district and began a stage of her life that wasn't merely a career change but truly the fulfillment of a lifelong destiny.

"The instant I stepped into Henry Ford's birthplace that first time," Shirley recalls, "I knew I wanted to be here. There was a spark inside me, and the spirit really talked to me and said, 'This is where you're going to retire and be involved in the program here.'"

Shirley has held a variety of jobs — as a docent at Henry and Clara Ford's estate and also as a presenter at many other attractions in Greenfield Village, among them Mrs. Cohen's Millinery Shop, the Ford Home, the Model T District, J.R. Jones General Store and the Grimm Jewelry Store. Shirley also

believes in giving back. Last year, she was one of nearly 800 employees of The Henry Ford who have helped to raise over \$100,000 for the Staff and Volunteer Campaign, double the final tally just five years ago. And she makes a point to try and do something for someone every day.

"I'm always on the lookout," she says. "That's just my way, and it makes me feel good at the end of the day."

Through her years at The Henry Ford, Shirley has anonymously made a difference in the lives of many of the people she's encountered, and in a variety of ways, from sponsoring children at Discovery Camp to providing yearly passes for families to covering the cost of a ride pass for a visitor she's just met for the first time.

"It might happen once a work day," Shirley says, "and it gives great pleasure to the receiver and even more to me as the giver."

Shirley still finds the time to compile and send her daily email, Loving Each Day In The Village, with fellow presenter and photographer, Lee Cagle. Loving Each Day In The Village is a collection of news and photographs of all the current happenings in Greenfield Village, coupled with poems and observations or inspirational messages that she and Lee collaborate on daily.

"It started out with just a few emails around five years ago," Shirley says. "I said to myself, we have this magnificent setting. Why not share the pictures and stories with our staff, presenters, people who are truly interested? So many people come once or twice and are never here again, but they love it and don't want to miss what's going on."

The mailings quickly multiplied, and now there are nearly a thousand people who eagerly anticipate their regular arrival.

"What greater experience can anyone have?" Shirley says. "To love their job as much as I do and be part of all that's going on here? Where everybody you meet is so willing and eager to see all that history?"

And where Shirley Damps seems determined to give back as much as she gets — literally every day of her life. ■



The Henry Ford recently partnered with Henry Ford Hospital to perform an MRI on Henry's violin. Watch the video to see the findings at http://youtu.be/UHw_GeJY3tY

A Life, Legacy & Annuity: All Inspired by Henry Ford



Edwina Simpson

It's only a few minutes into a conversation with Edwina Simpson and the stories are spilling out, one after another, about her late husband, Bruce, and a relationship with The Henry Ford that goes back to its very beginnings.

"Bruce was born in Dearborn," says Edwina, "and he grew up in the Ford homes here. He went to the Greenfield Village schools that Henry Ford opened in 1929. He was in the third grade, in that very first group of kids, and he went all the way through the Edison Institute. His experience at the schools was really very important in his life."

All of which explains Edwina's decision to support The Henry Ford with a charitable gift annuity.

"Bruce loved The Henry Ford," she says. "He believed in the mission, and it was such a powerful influence in his life."

"It was also a way for me to get a little extra income," she adds with a laugh. "You know, income from fixed investments isn't very good these days, so it was a way to get a little extra."

And also a way for Edwina to memorialize a special bond between her husband and Mr. Ford himself.

"Bruce was an engineer by profession," she says, "so he always had the car interest. But he also was a violinist by avocation, and I think we can thank Henry Ford for that. Bruce was playing violin in chapel one day, and Mr. Ford called him over afterwards and said, 'You're doing something strange with your bow, you know what I mean?' And Bruce said, 'No, Mr. Ford, I don't.' And then he demonstrated for Bruce the weird sound he was making and said, 'Get your teacher to work with you on that.' So we always joked that Bruce was the only person who ever had a violin lesson from Henry Ford. And then when he was in high school, Mr. Ford loaned him one of his old violins, a

Gagliano, which at that time was probably 200 years old, so having a wonderful instrument to play also encouraged him to continue."

Bruce, who died in 2010, went on to play the instrument he loved for the rest of his life — 10 years with the Plymouth Symphony and 46 years for the Dearborn Symphony. He also played at weddings, funerals and special occasions at the same time he was working at Ford — a career in product planning that lasted 40 years and, like his passion for the violin, was undoubtedly hatched by Mr. Ford.

"At the time they were building the Rouge," Edwina says, "Bruce and some of his classmates would be sitting at supper and there would be a knock on the door and there would be Mr. Ford. He'd say, 'Come on Bruce, I want to show you something.' And he'd drive Bruce and some of the other boys down to the Rouge to show them some piece of equipment or something."

"Bruce always said Mr. Ford was a terrible driver," she continues, with a soft chuckle, "because he was so curious. It was mostly because he was too interested in everything that was going on around him. He wouldn't keep his eyes on the road. Fortunately, there wasn't a lot of traffic back then."

That inveterate curiosity is yet another trait Bruce inherited from Mr. Ford, along with his gift for invention and innovation.

"Bruce did a lot of work in safety in his early days," Edwina says. "He always looked to make things better. One of the things he worked on at Ford was in the early days of cruise control. They put one in his car to test. The [on-off button] was way down by his feet, and Bruce didn't think that was safe, so he conceived the idea of putting it on the steering wheel."

Other ingenious ideas would follow.

"Bruce used to joke that he designed the idea for the collapsible steering column on his breakfast room table," Edwina says with a laugh. "This was long before air bags, and they were trying to figure out how to protect drivers who were being killed or badly injured in front-end collisions."

When a young engineer who worked with Bruce was killed in an accident when he was thrown from his car after the door flew open, Bruce was at the forefront of the development of safety locks. And, not surprisingly, he was also an early proponent of seat belts, long before they became a standard requirement, using airline seat belts and installing them in his own cars.

"After he retired from Ford," Edwina says, "he worked with quality methodology and supplier companies, and that got to be sort of a passion of his in his late life. Prior to when he got really sick in 2008, he was doing all kinds of research on quality methods in health care, on prison reform, on election reform and on issues around water shortages. He was always asking, 'How can I improve anything? If you see a problem, how do you fix it?' And, of course, that was a Henry Ford trait too."

Edwina knows her gift, which will live on in perpetuity through the endowment, will help The Henry Ford to continue to inspire and energize young minds and to nurture the same curiosity that burned within her husband until his final days.

"I live within walking distance," Edwina says, "so Bruce and I used to go [to The Henry Ford] and walk, even when he was in a wheelchair. I just love the place. I think it's a gem." ■

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.

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.

Executive Staff

Patricia E. Mooradian
President
Christian Øverland
Executive Vice President
Denise Thal
Senior Vice President for Operations & Chief Financial Officer
Spence Medford
Vice President, Institutional Advancement

Board of Trustees

William Clay Ford, *Chairman Emeritus*
S. Evan Weiner, *Chairman of the Board*
Gerard M. Anderson, *Vice Chairman*
Sheila Ford Hamp, *Vice Chairman*
Patricia E. Mooradian, *President & Secretary*
Ralph J. Gerson, *Treasurer*

Lynn Ford Alandt
Paul R. Dimond
James D. Farley, Jr.
Phillip Wm. Fisher
Edsel B. Ford II
William Clay Ford, Jr.
George F. Francis III
Christopher F. Hamp

Steven K. Hamp
Elizabeth Ford Kontulis
Richard P. Kughn
Richard A. Manoogian
Martin Mayhew
Lisa A. Payne
Alessandro F. Uzielli
Ambassador Ronald N. Weiser