



Retention ponds are the backbone of the Ford Rouge complex's elaborate storm water system. The Rouge site is now an image leader for Ford Motor Co.'s larger environmental "green" reputation.



The Guinness Book of World Records has named the Ford Rouge complex's living roof as the largest in the world at 10.4 acres.

## Ford Ups '12 Focus Handling – on Sale in Early '11

The all-new Ford Focus will take dynamic driving to new levels, say Ford executives, with optionally available handling packages on SE and range-topping Titanium model.

Driving dynamics and responsive handling have been elevated across the entire all-new Focus range for 2012. All Focus models feature standard specifically tuned electric power-assisted steering (EPAS) system, independent Control Blade rear suspension and torque vectoring control.

These features have been added to make Focus more agile and confidence-inspiring for enthusiast and normal drivers alike.

"Our enthusiast customers told us exactly what they want in an all-new Focus," said Mark Rushbrook, Ford vehicle dynamics manager for the 2012 Ford Focus.

"They asked us to give Focus more responsive handling, and they asked that we develop and offer a factory-engineering handling package with beefier suspension hardware. We've done just that, fine-tuning a pair of available packages for mid-level SE and up-range Titanium models."

The automotive enthusiast should appreciate the sharpened handling offered in the volume-series Focus SE four-door sedan and five-door hatchback, said Rushbrook.

The SE Sport Package features sport-tuned suspension, 16-inch aluminum wheels, sport seats, four-wheel disc brakes, piano black grille, metallic interior trim accents, leather-wrapped steering wheel and standard five-speed manual transmission.

Focus SE Sport Package four-door models add a rear spoiler, while all SE Sport

Package models with the PowerShift dual-clutch transmission add SelectShift Automatic functionality for manual override gear selection. SE Sport Package is the only mid-level Focus model to offer premium Yellow Blaze Metallic Tri-coat paint, as well.

Two additional wheel packages are offered with the Focus SE Sport Package. A 16-inch machined alloy wheel with painted pockets is offered as an upgrade, while serious enthusiasts may wish to

add the 17-inch machined and painted alloy wheel option.

The range-topping Focus Titanium model is fitted with the sport-tuned suspension as standard equipment. This includes stiffer springs and dampers.

Enthusiast buyers specifying a Focus Titanium sedan or hatchback can add the Titanium Handling Package with optimized suspension components, special 18-inch alloy wheels, low-profile summer performance tires and a truck-mounted full-size spare.

## Scientist George Washington Carver Comes to Life at Henry Ford Museum

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Carver for a long time and Carver was also aware of Henry Ford's activities. So they corresponded with each other. Henry Ford came down to Alabama to visit Carver; and Carver visited Henry Ford's summer home in Georgia. And Carver came up here and visited Greenfield Village (in 1942), so there was a long relationship."

Indeed, Fischer adds, there is a "Carver Memorial Cabin" in Greenfield Village that is a reproduction of the slave cabin Carver was born in.

"That was built by Henry Ford for his friend," she said. "So in 1942, Carver came up for that."

Through more than 100 artifacts, along with videos, interactive displays and explanatory photos and panels, visitors will be able to trace along and follow Carver's curiosities as he explored the agricultural universe perhaps like none before or since.

Best known for his work with the peanut plant, Carver really did become a legend in his own time.

Visitors to the comprehensive exhibit will discover the life and work of an extraordinary man (1864-1943), born into slavery, but who used his gifts to become a groundbreaking scientist, educator and humanitarian with a lifelong mission to bring practical knowledge to those in need.

Part of the exhibit deals with The Jesup Wagon, a handbuilt wooden wagon, drawn by horses, that Carver used to drive around Alabama and the South to bring the latest in scientific and agricultural breakthroughs to rural farmers.

Carver designed and built the unique vehicle himself, something that will likely be greatly appreciated by Motor City audiences touring the exhibit over the next three months.

"Soybeans were on top of everybody's mind because they were such a versatile



PHOTO: GERALD SCOTT

Curator Suzanne Fischer with George Washington Carver's personal typewriter, an item that The Henry Ford owns and has on display in the new "Carver" exhibit that opened last week.

product," Fischer said of Carver's and Ford's mutual admiration for the plant.

"I think that there's a lot of mythology about Carver – people know him as a 'peanut guy' but nothing else," she added. "I think that there's a lot of interest in sustainable farming and the soil, and taking a holistic view of science – and Carver was a real pioneer at that. I think that we're starting to appreciate him for those accomplishments."

"Carver definitely thought

## Dearborn Seeks Christmas Tree

The hunt is on for the City of Dearborn's official 2010 Christmas tree.

Dearborn residents are invited to submit their trees for consideration for the honor – and this year, one is needed earlier than usual.

The city's Treelighting Ceremony and Sing-along, which is free and open to the public, is scheduled for Monday, Nov. 22.

Trees must be at least 25 feet tall, and be a spruce or similar species. Trees must be in an area that is easily accessible to heavy equipment. Only Dearborn residents can nominate trees.

City tree care specialists will remove the tree selected as the official Christmas tree

## Lecturer Points to Environmentalism Of the Famous Ford Rouge Complex

By Christine Snyder  
Staff Reporter

You can't have a lecture series and exhibit in metro Detroit entitled, "American Ingenuity," without invoking the spirit of Henry Ford.

Macomb Community College featured Gary Cook, a venue supervisor for the Ford Rouge Factory Tour, Oct. 29 for its series, who indeed, does pay homage to Ford in his lecture, "The Ford Rouge Plant: Innovation Then and Now."

Cook recalls Ford's vision made reality at the Rouge Plant: A place where he could build cars from raw materials all on one site.

But Cook's focus was on the present reality of the Rouge and its dedication to environmentalism.

Cook said Ford was a conservationist, not out of concern for the environment, but because it made good business sense.

"The Dodge Brothers built engines for the Model T and delivered them in wooden crates," said Cook. "He took the wood and made floorboards for the Model A."

Tours of the Rouge became a tradition starting in 1924. People came from all over the world to visit the state-of-the-art factory complex. "It became an icon."

It also became very pollut-

ed.

"If you got within five miles of the Rouge, you could smell it," said Cook. "If you got within three miles you could see the dark cloud hanging over it."

Employees who parked their cars in Rouge plant lots could expect their cars to be pitted from the chemicals in the air within a week a two, said Cook.

Tours had stopped in 1980. "People said the Rouge should close," said Cook. "But William Clay Ford, Jr., said it can be an icon again, if we clean it up."

This Ford did consider himself an environmentalist, said Cook, and employed the family tradition of conservation to use in renovating the plant.

Trees were planted to take the pollution out of the soil. The plant boasts the world's largest living roof. Five retention ponds were made for the elaborate storm water system put in place. Storm water is captured and used to flush the toilets and is run through the pipes to cool the plant in the summer.

Once the outside of the plant was cleaned up, the focus turned to making the plant better for the employees, said Cook. "They put er-

gonomics in place to make it better for them."

For example, each employee has a flexible platform to stand on so they don't have to stretch or crouch down to do their jobs.

Also, noise pollution was eliminated through use of quiet electronic tools.

And, employees are trained in five different areas so they don't have to do the same job day in and day out.

The tours started up again in 2004 in conjunction with Greenfield Village and Henry Ford Museum.

Biodiesel trucks take visitors to the plant for a tour consisting of five stations: a review of its past history; a Disney-built multi-sensory theater; an observation deck overlooking the living roof; the plant itself where workers build F-150 trucks, and the Legacy Gallery that displays vintage and current Ford vehicles.

"Wildlife has come back to the plant," said Cook, who said a coyote was spotted in the orchard and falcons, ducks, geese and turtles have made the roof and ponds their homes.

"Nature has come back to the auto plant, think about that," said Cook.

## 23rd Annual Labor Law Forum Comes to the Inn

In today's economy, employers are confronted with a wide variety of labor, employment, employee benefits and immigration issues.

The law firm Butzel Long will offer discussion and strategies for human resource managers, business owners, in-house attorneys, and anyone involved in human resources or employment issues during the firm's 23rd Annual Labor, Employment and Immigration Law Forum on Friday, Nov. 12 at the Dearborn Inn in Dearborn.

Attorneys from Butzel Long's Labor, Employment, Benefits and Immigration Law areas will offer timely information on a broad range of issues during this one-day seminar which begins with registration at 7:30 a.m.

The overall conference runs from 8:30 a.m. to 3:15 p.m. The \$145 registration fee includes continental breakfast, lunch, reception and seminar materials.

This program has been

pre-approved for 4.5 (General) recertification hours toward PHR, SPHR and GPHR recertification through the HR Certification Institute.

New York CLE credit is also available.

The program kicks off with an update on new labor and employment developments followed by a panel discussion on hot topics in today's modern workplace.

In addition to the general session, the forum features 13 breakout workshop sessions focusing on issues faced by most employers these days. Participants can customize this part of the seminar by selecting three of the 13 workshops offered.

For inquiries, call Kristi Kauffman at Butzel Long at (313) 983-7486.

Seminar participants are also invited to lunch with a "Meet the Attorney" session that includes opportunities for additional directed questions or discussion of the various workshop issues and any related items of interest.

## All-New Ford Focus Achieves Its Fuel Efficiency with 2.0L Engine

The 2.0-liter engine coming early next year to the North American version of the 2012 Ford Focus will be one of the first on the market to combine the technology of gasoline direct injection (DI) with twin independent camshaft timing (Ti-VCT) and E85 flex fuel capability.

Ford says the combination of these technologies helps make the dual-overhead-camshaft (DOHC) Focus four-cylinder one of the most powerful, fuel-efficient and refined engines in its class and one of the most advanced, non-turbocharged four-cylinder powerplants that Ford has ever offered.

Horsepower is rated at 160 and torque at 146 lb. ft. – up from 140 and 136, respectively in the 2011 Ford Focus.

Direct injection improves fuel economy and performance by delivering the precise amount of gasoline right into the combustion chamber.

The advanced fuel injection system works in concert with Ti-VCT, which adjusts the valve timing for optimum performance, helping Focus achieve an estimated 40 mph highway with an automatic transmission.

And flex fuel capability gives drivers the choice of using less expensive E85, a blend of 85 percent ethanol and 15 percent gasoline.

The direct-injected 2.0L Ti-VCT I4 also serves as another example of Ford delivering fuel economy leadership by using advanced technologies to produce surprising power from minimal displacement.

Ford says the engine can deliver outstanding fuel econ-

omy and emissions along with the throttle response, performance and flexibility expected from a world-class engine.

"By combining direct injection with Ti-VCT, we've been able to make a quantum leap in fuel economy and performance," said Derrick Kuzak, group vice president, Global Product Development.

"We're meeting the goals of our global powertrain strategy, and we now have another key engine in our lineup."

For that matter, as a DOHC design, the 2.0-liter I4 engine uses two camshafts: one to open the intake valves and one to open the exhaust valves. More traditionally, camshafts have only been able to open the valves at a fixed point, defined during engine design and manufacture.

But with modern variable cam timing systems, the camshafts can be rotated slightly relative to their initial position, allowing cam timing to be advanced or retarded.

"The overlap control via Ti-VCT helps us eliminate compromises in the induction and exhaust systems," said Jamie Hanshaw, Ford VCT technical specialist.

"Drivers will notice improved low-end power and better fuel economy. And there are benefits they won't notice, too, like reduced emissions overall, especially at part-throttle."

Fuel metering duties on the I4 are handled by an injection system that precisely delivers a fine mist of fuel directly into each cylinder for optimal performance, economy and emissions out the tailpipe.