

## The Henry Ford invites you to the first of the *REJUVENATE, American History Educator Series*

*Transportation in America*

**The Auto Industry: A Case Study in American Industrialism**

Saturday, January 22, 2011, 9:00-5:30 p.m.



Don't miss this unique professional development opportunity specially carved out to support the Michigan GLCES and HSCES. Get empowered with unduplicated knowledge shared by noted automotive history experts **Charles Hyde**, Professor Emeritus from Wayne State University and author of numerous histories of the American auto industry, and **Robert Casey**, John and Horace Dodge Curator of Transportation at The Henry Ford and the author of a centennial history of the Model T Ford.

Then engage in active conversation with a panel of experts and educators on related topics, including:

- Why is the automobile industry a major economic activity in the Detroit area? What is special about its location, resources and work force?
- How did the assembly line and the \$5 day affect the work force in the past – and today?
- How is the global economy affecting the auto industry?

In addition, you'll get an overview of exhibits on this topic, a related dramatic presentation, and a comprehensive overview of the free online resources newly created by The Henry Ford's stellar Education team and Teacher Fellows. All of these rich resources are geared to make teaching and learning about Transportation in America a meaningful experience. Finally, you will get a chance to roll up your sleeves and start developing your own lesson plans in collaboration with workshop participants and museum staff.

Participants can earn **.6 CEUs** through Wayne RESA for an additional \$10 fee.

### Rejuvenate Agenda At-A-Glance

9:00-9:30	<b>Registration/Coffee</b>
9:30-10:00	<b>REJUVENATE Overview, Goals, Overarching Questions and Introduction of Keynote Speaker and Panelists</b> - Paula Gangopadhyay, Director of Education
10:00-11:00	<b>Keynote Speaker Professor Emeritus Charles Hyde</b> to address the overarching question of the REJUVENATE workshop
11:00-12:30	<b>Panel Discussion</b> with Charles Hyde, Robert Casey, and Educator followed by a Q&A session
12:30-1:30	<b>Lunch and dramatic presentation</b> related to Transportation in America
1:30-3:00	<b>Highlights of Henry Ford Museum artifacts/exhibits</b> focusing on Transportation in America - 2010 Teacher Fellows
3:00-3:15	Break
3:15-4:00	<b>Overview of curriculum aligned educational resources</b> on Transportation in America followed by a Q&A session - Dorothy Ebersole, Curator of Education; Catherine Tuczek, Curator of Education; Mary Wyatt, Associate Curator of Education
4:00-5:00	<b>Small group work session</b> for the purpose of fostering dialogue, facilitating collaboration and co-creating lesson plans on Transportation in America - Facilitated with rubric by Paula G.
5:00-5:30	<b>Evaluation/Wrap-up</b> - Erin Milbeck Wilcox, Education Specialist

**Workshop fee is \$80 (includes materials, coffee, lunch and admission to the thematic site).**

**Time is running out...Limited space. Recommended deadline to register - January 11, 2011.  
To register, just contact our Call Center at 313.982.6001.**

*Check the next page for speaker bios.*

## ***The Auto Industry: A Case Study in American Industrialism.***

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### **SPEAKERS**



**Charles K. Hyde** earned his Bachelor's degree in History from the University of Massachusetts in 1966 and his Ph.D. in Economic History from the University of Wisconsin in 1971. He taught briefly at Boston University and came to Wayne State University in 1974. Dr. Hyde retired from the History Department at Wayne State University in May 2010.

He has published eight books, including *The Dodge Brothers: The Men, the Motor Cars, and the Legacy* (Detroit: Wayne State University Press, 2005) and *Riding the Roller Coaster: A History of the Chrysler Corporation* (Detroit: Wayne State University Press, 2003). The Library of Michigan named *Riding the Roller Coaster: A History of the Chrysler Corporation* one of the Michigan Notable Books published in 2003.

The Historical Society of Michigan recently granted him an Award of Merit for *The Dodge Brothers: The Men, the Motor Cars, and the Legacy* and the Library of Michigan has named *The Dodge Brothers* one of its Michigan Notable Books published in 2005. His most recent book, *Storied Independent Automakers: Nash, Hudson, and American Motors* (Detroit: Wayne State University Press, 2009) won the Nicholas-Joseph Cugnot Award from the Society of Automotive Historians as the Outstanding Book Published in English in 2009; an Outstanding Michigan History Publication in 2009 by the Historical Society of Michigan; and was named a *Choice Magazine* Outstanding Academic Title in January 2011.

He has also published scholarly articles on architect Albert Kahn's work for the automobile industry and on the history of mass transportation in southeast Michigan.



**Bob Casey** As Curator of Transportation for The Henry Ford, Bob Casey combines his love of engineering with his love of history. In this role, he is responsible for establishing and maintaining intellectual control over air and land transportation artifacts. He analyzes and evaluates existing collections of The Henry Ford and is responsible for the conceptual planning of and research for future transportation exhibits for the institution.

As a world-renowned expert on transportation and automotive history, Casey is a much sought-after spokesperson by national and international media outlets and is a frequently-quoted source in national publications such as the New York Times and Wall Street Journal and has made appearances on The History Channel, A&E, C-SPAN, The Discovery Channel and CNN.

During his tenure at The Henry Ford, he has had a pivotal role in the conception and execution of such major exhibits as "Heroes of the Sky," "Made in America," and the re-interpretation of the historic buildings Ford Motor Company and Henry Ford Birthplace, both in Greenfield Village.

Prior to joining The Henry Ford, Casey was the Curator of Industrial History for the Detroit Historical Museum in Detroit, Michigan where he was responsible for the automotive, tool, printing, electronics, and office equipment collections.

Casey has published numerous articles on automotive history and his first book, *The Model T: A Centennial History*, was published in 2008 by Johns Hopkins University Press. In addition, Casey has consulted for a variety of design firms and organizations across the country and in 2004, offered his expertise on an outdoor exhibit at the U.S. Department of Transportation in Washington, D.C.

Currently, Casey is a member of the Society for Industrial Archeology, the Society for the History of Technology, the American Society of Mechanical Engineers and the Society of Automotive Historians.