

# ISIE PLENARY

**SCHEDULE: 8:30 – 9:30am, Monday, June 30, 2003, Hale Auditorium**

**TITLE:**

## **Ford Rouge Center Case Study in Sustainability**

**ABSTRACT:**

In May, 1999, Bill Ford announced that the Company would seek to transform the Rouge from the icon of 20th century industrial manufacturing into a model of 21st century sustainable manufacturing. The Rouge was famous as Henry Ford's model of vertical integration and mass production. This presentation will discuss the business case supporting Bill Ford's vision of a world-class manufacturing center, which is also environmentally superior. Among the environmental innovations which will be discussed are natural stormwater management, phytoremediation and the world's largest green roof, over 10 acres, on the new Dearborn Truck Plant.

## BIOGRAPHY

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### **TIMOTHY J. O'BRIEN**

Timothy J. O'Brien, Ford vice president, Corporate Relations, oversees strategic development and integration of global, national and community renewal and outreach initiatives.

O'Brien will be responsible to assure that the company's relationships, particularly in the areas of environment and community renewal, are aligned with the business strategy and objectives of the company.

Named to the position in December 2002, O'Brien continues to be responsible for leading the redevelopment of the Ford Rouge Center in Dearborn. He also will be responsible for identifying emerging corporate relationship issues, such as privacy and appropriate company strategy.

Prior to taking this position, O'Brien was Ford vice president, Real Estate, which he was named in November 2001.

O'Brien joined Ford in August 1973 and held positions with the Office of the General Counsel from 1977 through 1993. Here, he had a series of senior positions, including tax attorney and environmental matters senior attorney.

In 1993, O'Brien joined Ford's Environmental and Safety Engineering Office as an air/water compliance and pollution prevention manager. He became director of Ford's Environmental Quality Office in 1996.

O'Brien was born on June 29, 1952 in Beloit, Wisconsin. He earned a bachelor's degree in political science from the University of Michigan and a juris doctorate from the Detroit College of Law at Michigan State University. He is the author of *Clean Air Law and Regulation, Title II Motor Vehicle Provisions* (Bureau of National Affairs, 1992) and *Ford & ISO 14001* (McGraw Hill, 2001).

O'Brien has been active in many charities and is a member of the boards of directors of the Automotive National Heritage Area, the Wildlife Habitat Council, GreenWays Initiative, YMCA of Metropolitan Detroit, United Way of Southeast Michigan, Oakwood Healthcare Systems, Greater Downtown Partnership and Detroit Regional Gateways Advisory Council. He is on the Citizens Advisory Council of the University of Michigan-Dearborn and the Advisory Board of the University of Michigan-Dearborn Environmental Interpretive Center, and is working chairman of the Southeast Michigan Water Quality Consortium.

Additionally, he's a member of Conservation International's Business & Biodiversity Council, and he's on the advisory committee of The Center for Environmental Leadership in Business.

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