



GM GREEN Annual Report 2005





Overview



“Year after year, the GM GREEN program has shined as a model for excellence in corporate citizenship. When corporations, schools and watershed partners work together on issues as important as education, success is not only inevitable, but contagious. The partnership with Earth Force has grown each year and the impacts have exceeded our expectations.”

—Elizabeth Lowery
Vice President
Environment and Energy

Overview



The GM GREEN Partnership

Engaging Employees and Facilities

In 2005, the GREEN partnership engaged 58 facilities in General Motors (GM) communities, and involved 312 GM employees. In these communities, employees are working with school districts, environmental partners, nonprofits, and other community members to engage young people in protecting local water resources and raising awareness of GM's commitment to the environment.

Building Community Capital

GREEN continues to build a strong network of watershed professionals, educators, local leaders, and GM employees. These partnerships give GM an avenue to expand and forge new relationships with others interested in improving education, developing watershed programs, and engaging young people as empowered and responsible citizens.

Improving Education

Through GREEN, GM is making a visible difference in the education of young people nationwide. In 2005, GREEN engaged 281 classes and 8,506 young people in projects that improved the health of their watersheds. Thanks to GM, educators have access to Earth Force's award-winning *Protecting Our Watersheds* curriculum, and the opportunity to participate in state-of-the-art training.

Creating Credibility in the River Community

As the GREEN program continues to grow, the credibility of the program is strengthened. With new watershed partners, GM facilities and mentors, and schools on board, the GREEN program continues to gain a greater leadership role within the river community. Year after year, the value of the GREEN program is proven through its extended partnerships, impact on education, and visible presence in communities.

Generating Public Interest in GREEN

The value of public interest created through the GREEN program increased this year through positive media coverage of water monitoring events. Media coverage consistently showcased the positive role of GM employees in educating young people and the value of corporate-community partnerships.



Engaging Employees & Facilities



☞ **“When you see a GM employee** in a creek or stream with a student, you know that something great is happening. The students are excited about learning and our employees are thrilled to be giving something back to their communities. This type of authentic learning, especially in science subjects, is so necessary in our nation’s school systems. GM is proud to be part of a program that makes learning about science a priority for young people.”

—**Christine Bates**
Director
Global Facilities Regulatory Issues

Engaging Employees & Facilities

"The biggest satisfaction for me is to witness the enjoyment of learning and sharing of knowledge among the students, mentors and teachers that participate in GREEN. It is really great when you see a concept 'click' with the students. It gives them the motivation to do something more. It is encouraging and rewarding to work with the students in the GREEN program and see the concept of environmental stewardship having an impact."

—Jennifer Prochaska
Lead Mentor
Fort Wayne Assembly

Lead Mentor: Jennifer Prochaska



Jennifer Prochaska, an environmental engineer at the Fort Wayne Assembly facility in Indiana, has championed the GREEN program in her facility since 2002. In the three school years that Fort Wayne Assembly has participated in the GREEN program, the mentor pool has grown from 6 to 12 mentors! Jennifer's successful recruitment efforts are aided by the positive publicity generated in the community and her efforts to highlight partnership activities at the facility's annual Earth Day events.

Jennifer and her mentors currently support two schools in the Fort Wayne area. Their partnership with Bluffton Harrison Middle School is now three years old and has introduced roughly 375 students to the concepts and importance of good water quality in their community. The Fort Wayne Assembly GREEN Team assists with monitoring efforts and attends oral presentations given by students. Jennifer is also very excited about their newest partnership with the environmental club at South Side High School because she feels that the after school status of this club will give students more flexibility to move to action in their GREEN efforts.

Jennifer's dedication to and enthusiasm about the GREEN program have greatly enhanced the success of the partnership in Fort Wayne and will continue to do so well into the future!

Lead Mentor: Bob Doyle



Bob Doyle, an environmental engineer, began his work with GREEN in Pontiac and brought this experience to the role of lead mentor at the Willow Run Powertrain facility in Ypsilanti in 2004. Since that time he has led the growth of the program at the facility, securing funding, training mentors, and culminating this year with the facilities' partnership with the University of Michigan Exhibit Museum of Natural History.

In 2005, the facility worked with East Middle School and Ford Elementary where Bob and a group of mentors led pre-monitoring classroom sessions explaining watersheds, water quality parameters and the job of an environmental engineer. For the "river day" testing events, Bob was able to recruit a record 26 mentors to lead students through the water quality tests and observations at the river. This number included the strongest participation of UAW employees in GREEN to date. These mentors were able to show the students that they were really concerned, which encouraged the students to learn about the river and the environment.

Results of the testing showed the river to be fairly healthy. Even more surprising to many of the students and some mentors was the fact that the Huron River, running right through their town, is recognized as one of the cleanest urban rivers in the United States. Bob's leadership will help to ensure that the Huron River will continue to be a valued resource for years to come.

"Bob Doyle and the Willow Run GM mentors have proven to be key in the success of the Ypsilanti School GREEN partnership. Not only are they extremely knowledgeable about their watershed, and local environmental issues, they are really good at imparting their experience and know-how to the students. Their enthusiasm and energy are quite contagious and clearly genuine. The students know this and really take to them whether in-class or down by the water. Without the mentors we simply could not reach the number of students we do."

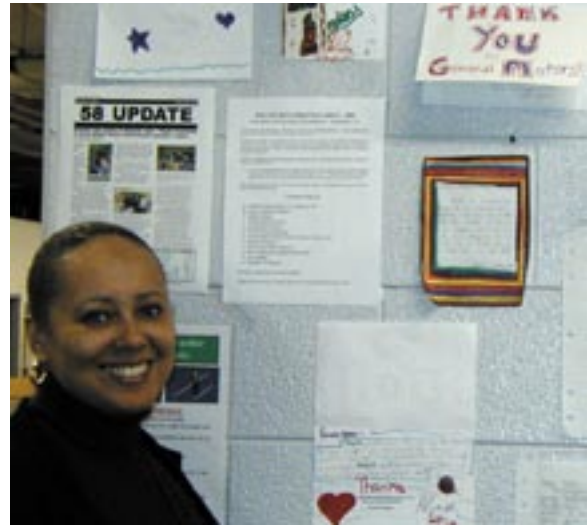
—Jeff Monchamp
Program Coordinator
Exhibit Museum of Natural History
University of Michigan

Engaging Employees & Facilities

"The biggest success was the unexpected impact we had on the kids, and that they had on us. Every one of us involved would participate in the program again."

—**Sharon Marvé**
Lead Mentor
Willow Run SPO

Lead Mentor: Sharon Marvé



Sharon Marvé took over the lead mentor role shortly after the GREEN program began at the Willow Run SPO in 2005. With the help of fellow mentors, Dave Zarem and Gema Long, and the coordination of the Leslie Science Center, this inaugural year of GREEN was a great success. More than 130 students from North Middle School in Belleville had the opportunity to take part in a water monitoring field trip to Belleville Lake over two days this fall.

During follow up classroom visits to interpret data and talk about their careers at GM, a student in Sharon's group from the field trip came up to her for a hug and to thank her for all her help during the water monitoring. This student was a temporary resident of Girlstown, a community residential facility in Belleville, due to family issues that kept her from living at home. Sharon and other employees at the facility have further expanded their commitment to this school by organizing a fundraising drive for all of the residents of Girlstown.

To Sharon and the other Willow Run mentors, the feedback from the students showed them just how important their support was to young people in the community. The students sent cards to the mentors expressing their appreciation for advice about careers and college, the financial support of the facility, which enabled some of them to go on the only field trip of their middle school careers, and the time they personally gave to serve as role models. Sharon's efforts embody the qualities of leadership and community engagement that make the GM GREEN program such a great success in so many communities.

Lead Mentor: Tom Vallone



"Through GREEN, General Motors is making a positive difference in the communities where we live and work. GM employees work in partnership with schools, environmental groups and watershed partners because we care about education and the quality of the environment. The GM GREEN partnership creates a 'win-win' for everyone involved."

—**Teri Kline**

GM GREEN Coordinator
and GM Senior Environmental Engineer

Tom Vallone, environmental engineer, has worked with thousands of students in the Clinton River watershed both streamside and in the classroom introducing them to water quality monitoring. To keep up with the 200 students per day from three different schools, he has recruited and trained a dedicated group of more than 15 mentors from the Pontiac Assembly Center to participate in the GREEN program.

To make GREEN a success in Pontiac, Tom recruits mentors from all parts of the facility. He also secures funding through the Pontiac Community Relations Committee and coordinates closely with participating teachers and the Clinton River Watershed Council, a local environmental partner.

Since Tom began the GREEN program at the Pontiac Assembly Center in 2003, mentors have returned to the program each year with renewed commitment. Tom even welcomes back General Motors retirees who haven't yet retired from GREEN!

When asked about his hopes for the future Tom responded, "That everyone; parents, students, teachers and mentors who wants to learn more about the watershed has the opportunity to do so." With continued support from Tom and all the lead mentors in GM communities around the country, this is sure to become a reality.

Engaging Employees & Facilities

2005 Performance Metrics

	Metrics	Results
Number of Facilities	54 facilities continue participating from prior years; 4 facilities begin participating	54 facilities continued participating 4 new facilities: Willow Run, Bowling Green, Doraville, Grand Rapids
Number of Volunteers	4 volunteers per participating facility (average)	5.38 volunteers per participating facility (average)
Number of Events	45 facilities participate in at least 1 media event	48 facilities participated in at least 1 media event
Participation of VIPs	21 dignitaries* participate including at least 1 Tier One 10 Tier Two 10 Tier Three	36 dignitaries* attended events 0 in Tier One 18 in Tier Two 18 in Tier Three
Impact on Employees	70% of participating employees will report that their skills are well-matched to the experience	78% of respondents reported that their skills are well-matched to the experience
	70% of participating employees will indicate the experience was very personally fulfilling	90% of respondents reported that the experience was very personally fulfilling
	70% of participating employees will feel that they were part of something larger	63% of respondents reported feeling that they were part of something larger
Impact on Education	70% of GREEN educators will report that participating in a watershed project increased their satisfaction with teaching and are interested in doing it again	100% of educators said they were interested in participating in a watershed project again 77.6% of educators reporting said that participating in GM GREEN increased their satisfaction with teaching and working with youth
	70% of GREEN educators will report that the program increases their students' understanding of watershed issues and their desire to actively work on environmental issues	86% of educators reported an increase in their students' understanding of factors that affect water quality 62% of educators reported their students' desire to improve their environment was increased
	75% of GREEN educators will report that the program increases their students' interest in science	70% of educators reported an increase in their students' interest in science 72.5% of educators reported an increase in their students' enthusiasm for learning

***Dignitary Tiers**
Tier One: National
Tier Two: Regional
Tier Three: Local

2005 Participating Facilities

COLORADO

Denver, CO
SPO – Denver

DELAWARE

Wilmington, DE
GMVM Wilmington

GEORGIA

Doraville, GA
GMVM Doraville

INDIANA

Bedford, IN
GMPT Bedford

Fort Wayne, IN
GMVM Fort Wayne

Indianapolis, IN
GMPT Allison Transmission
Indianapolis Stamping

Marion, IN
Marion Stamping

KENTUCKY

Bowling Green, KY
GMVM Bowling Green

LOUISIANA

Shreveport, LA
GMVM Shreveport

MICHIGAN

Bay City, MI
GMPT Bay City

Detroit, MI
GMVM Detroit – Hamtramck
Assembly

Flint, MI
GMPT Flint Components
GMPT Flint V6
GMVM Flint Truck Assembly
Grand Blanc Stamping
Flint Stamping
GM SPO – Swartz Creek

Grand Rapids, MI
Grand Rapids Stamping

Lansing, MI
GMVM Lansing Plants 1-4, 6
GMVM Grand River
Assembly
Lansing Regional Stamping
GMVM Lansing Delta
Township

Livonia, MI
GMPT Livonia

Milford, MI
Milford Proving Ground

Orion, MI
GMVM Orion Assembly
Center

MICHIGAN

Pontiac, MI
GMVM Pontiac Assembly
GM Truck Validation
Pontiac North Stamping
WFG Central Office
SPO – Pontiac
SPO – Drayton Plains

Romulus, MI
GMPT Romulus Engine
GMPT Romulus Transmission
Operations
GMPT Romulus Engineering
Center
UAW-GM Center for Human
Resources

Saginaw, MI
GMPT Saginaw Malleable
Iron
GMPT Saginaw Metal
Casting

Warren, MI
GMPT Warren Transmission
GM Technical Center

Ypsilanti, MI
GMPT Willow Run
SPO – Willow Run

MISSOURI

Wentzville, MO
GMVM Wentzville

NEW YORK

Massena, NY
GMPT Massena

OHIO

Defiance, OH
GMPT Defiance

Lordstown, OH
Lordstown Stamping
GMVM Lordstown

Mansfield, OH
Mansfield Stamping

Moraine, OH
GMVM Moraine

Toledo, OH
GMVM Toledo

TENNESSEE

Spring Hill, TN
GMVM Saturn

CANADA

GMVM Oshawa (2)
Canada Headquarters



Engaging Employees & Facilities



GM Mentor Survey

GM mentors are making a difference through the GREEN program. Through their classroom visits and work in the field, they help students understand the various interdisciplinary concepts associated with water quality. Through their participation in GREEN, GM employees are gaining a sense of personal satisfaction and building important connections to the communities where they live and work. In 2005, a GM Mentor Survey brought to light a number of important employee participation impacts.

- 100% of survey respondents indicated a **desire to continue their volunteer commitment** with GREEN.
- 90% of responding mentors indicated that their volunteer experience was personally fulfilling. A majority of respondents indicated that **working with students was the most fulfilling aspect** of the program.
- 78% of survey respondents reported that **their skills are well-matched** to the GREEN experience.
- 63% of respondents reported that **they were part of "something bigger"** in their watershed, local community, and at GM.

THE CASE FOR EMPLOYEE ENGAGEMENT—A LOOK AT RECENT RESEARCH

Improved Employee Performance

Nationwide, 74% of companies surveyed by the Points of Light Foundation agree that volunteerism increases employee productivity. Ninety-three percent of corporations surveyed said their volunteer programs helped improve employee teamwork.

According to the Center for Corporate Citizenship at Boston College, volunteers were rated by supervisors as higher among most dimensions of skills and competencies.

Increased Brand Awareness & Loyalty

84% of companies surveyed by the Points of Light Foundation agree that volunteerism improves a company's public image (Points of Light Foundation, 1999).

77% of consumer respondents said their purchasing decisions were influenced by their perceptions of a company's involvement in the community (Center for Corporate Citizenship at Boston College, 1994).

80% of Americans have a more positive image of companies who support a cause they care about (Independent Sector, 2001).

Strengthened Community Relationships

37% of Americans said "volunteering employees to help" was the "most impressive" company philanthropic activity compared with 12% for "giving a large sum of money" as the most desirable act (Hill & Knowlton, 1998).

66% of non-profits indicate that volunteers provide substantial cost-savings and greatly increase the quality of services or programs provided (Urban Institute, 2004).



Building Community Capital



“GM is committed to the Earth Force GREEN environmental education program. In 2005, over 300 GM employee mentors worked with local students at 58 different locations to educate them about how the actions of all of us affect the health of the local waterways. This allows us to give something back to the communities in which we live and work. It’s a great program that engages students, GM volunteers and watershed partners and we’re proud to play a part.”

—Ray Tessier
Group Director, Worldwide Facilities
Group Environmental Services

Building Community Capital

Lead Mentors

Jim Walters

Rick Stigleman

General Motors – Milford

Sharon Marvé

General Motors – Belleville

Facilities

Milford Proving Grounds (Milford, MI)

Willow Run SPO (Belleville, MI)

Number of Mentors

13 – Milford

5 – Belleville

Partner

Leslie Science Center

Francie Krawcke

Amanda Lodge

Local Facility Success: Huron River



The Leslie Science Center (LSC) joined the GREEN program as an environmental partner in the Huron River Watershed in late 2004. Working with the Milford Proving Grounds and the Willow Run SPO to support efforts in Brighton, Highland, and Belleville MI, the GREEN partnership saw an increase in facility and student participation in 2005—a true achievement for a new partner!

With the leadership of Jim Walters and Rick Stigleman at the Milford facility, the

partnership is going strong and continues to grow. Together Rick and Jim were able to increase the number of mentors participating from four in 2004 to 13 in 2005. This increase in mentor involvement was key to the success of the spring monitoring activities in Brighton where over 300 students took part in monitoring events over a three day period.

Working closely with the teacher at North Middle School in Belleville, Francie Krawcke and Amanda Lodge from the LSC and mentors from the Willow Run SPO have made this new partnership a true success story. In addition to water monitoring field trips to Belleville Lake with more than 130 students, GM mentors followed up this experience with classroom activities.

The North Middle School students were concerned with trash they found throughout their monitoring site and quickly decided that this was an issue they wanted to address as their community action project. In 2006, they are planning to coordinate a clean up of the park and to advertise this effort. The class will send out press releases announcing the clean up event and inviting additional community members to participate. They will also work with their GM mentors to solicit funding to buy materials like garbage bags. At the end of the first full year of this GREEN partnership, it is easy to see the continued success of GREEN with these participants leading the way.



Local Facility Success: Doraville

Just Northeast of Atlanta, a new GREEN partnership began in 2005. It's been a fantastic first year with a kick-off event, mentor training, and 8 monitoring events last fall. The partnership is coordinated



in Doraville by the Dunwoody Nature Center (DNC), which celebrated its 15 year anniversary in 2005. The DNC focuses not only on preserving the grounds around the nature center, but also on educating the Dunwoody community on the impacts of humans on the environment.

Over the spring and summer, GM Lead Mentor Chris Boehle worked at the Doraville facility to generate interest and support for the program. Chris coordinated their first mentor training in August, and in September mentors began to participate in events with students from Holy Innocents' Episcopal School (HIES). The American Society of Civil Engineers (ASCE) and the Georgia Department of Natural Resources have also joined GREEN to contribute mentors.

Students from HIES, led by Science Department Chair Renee Gracon, focused their testing on Long Island Creek, where this past fall they detected a strange odor and through research discovered a septic tank issue. In 2006 students will work with local experts and GM mentors to choose a course of action to address the septic tank issue and to improve conditions in Long Island Creek.

Thanks to this strong partnership, the GREEN program in Doraville has come a long way in its first year. We look forward to a great 2006 and beyond!

Lead Mentors

Chris Boehle

General Motors

Gary Bagley

UAW

Facilities

General Motors Doraville Assembly

Number of Mentors

26

Partner

Dunwoody Nature Center

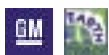
Claire Hayes, Executive Director

"GREEN is an excellent opportunity for GM to bring corporate citizenship and environmental education to our community's youth. GM and UAW mentors provide valuable lessons in sustainable development and environmental stewardship through hands on activities in nature and the classroom."

—Chris Boehle

Lead Mentor

Doraville Assembly



Building Community Capital

Lead Mentors
John Moldovan
Stacey Helton
General Motors

Facilities
GMPT Flint Components
GMPT Flint V6
GMVM Flint Truck Assembly
Flint Stamping
Grand Blanc Stamping
SPO - Swartz Creek

Number of Mentors
20

Partner
Flint River Watershed
Coalition
Jack Minore, Executive Director

Local Facility Success: Flint River

The GREEN program in the Flint area, coordinated by the Flint River Watershed Coalition (FRWC), is celebrating its sixteenth consecutive year of monitoring within the Flint River watershed. 2005 was a year of new beginnings for the program, including a new data repository and a new official name for this proven partnership—Genesee GREEN.

Twenty GM mentors work with the FRWC on the newly rechristened Genesee GREEN, which reaches ten school districts in Genesee County, to monitor and learn about the river ecosystem as part of their science curriculum. The 742 students in the program were also able to utilize a new website developed to handle the data collected so it can be used by teachers in different districts involved in the program. Students can also access archived data from sites dating back to 1990 for comparison to data they collect to see how the water quality of the Flint River has changed over time.

After a successful spring monitoring season, 2005 culminated with the first annual Student Summit. Held at the Regional Technology Center of Mott Community College, 139 students participated by presenting a summary of their data, water quality concerns and recommendations for action. After the presentations, students attended break-out sessions on topics ranging from invasive species to storm water management. Everyone rose to the occasion, prompting one teacher to comment that "The Summit created a competition among the students and a real reason to make a presentation. It helped them put all of their work together and better understand the world in which they live."



Local Facility Success: Indianapolis



Indianapolis GM facilities have taken a team approach to participating in the GREEN program. GMPT Indianapolis – Allison Transmission and the Indianapolis Metal Center and respective lead mentors Charlie Knuckles and Janelle DeWolf have partnered in their efforts to support Cold

Spring Academy, an environmental studies magnet school. The facilities work closely with 3 classrooms that integrate water monitoring into their yearly curriculum. In addition, mentors are invaluable in their assistance with the school's bi-annual Partners in the Environment Stewardship Days which engage students school wide in hands-on environmental learning. This year, mentors taught 200 students how to collect and identify macroinvertebrates, about the properties of water and how to interpret water quality data.

These two facilities were also greatly responsible for highlighting the Indiana GREEN program at the 2005 Earth Day Indiana event in Indianapolis. GMPT Indianapolis secured a highly visible display space at the event and provided a demonstration hybrid vehicle. Indianapolis Metal Center created a stunning watershed model that was used to engage event participants in learning about the direct relationship between land use and water quality.

Plans for 2006 include possibly expanding GREEN program efforts to an additional school so that other Indianapolis students can benefit from the educational assistance of a local industry. Allison Transmission will also be providing a hybrid bus to bring students from Cold Spring Academy to the 2006 Earth Day Indiana event. The GREEN program is providing unique learning opportunities for students in Indianapolis and will continue to be a great way to showcase the GM GREEN environmental partnership.

Lead Mentors
Charlie Knuckles
Janelle DeWolf
General Motors

Facilities
GMPT Indianapolis – Allison Transmission
Indianapolis Metal Center

Number of Mentors
13

Partner
Hoosier Riverwatch
Lyn Crighton, Coordinator

"The GREEN program substantiates what we do as a business...our role in the community is better defined and we can give back to the community through GREEN."

—**Charlie Knuckles**
Environmental Engineer
GMPT Indianapolis – Allison Transmission



Building Community Capital

"Engaging kids in real world problem solving is key to their advancement as citizens. This program affords our kids an opportunity to transcend their traditional socioeconomic boundaries and contribute to the well being of their communities."

—Denice Haines
Cold Spring Magnet Coordinator
Indianapolis, IN





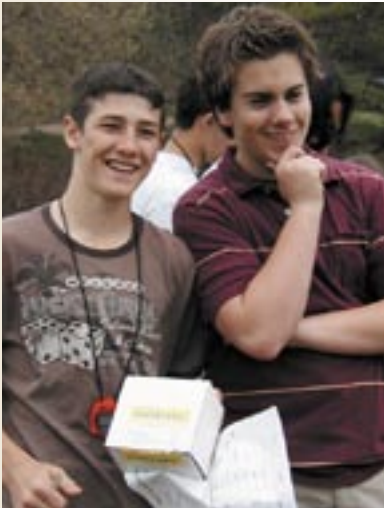
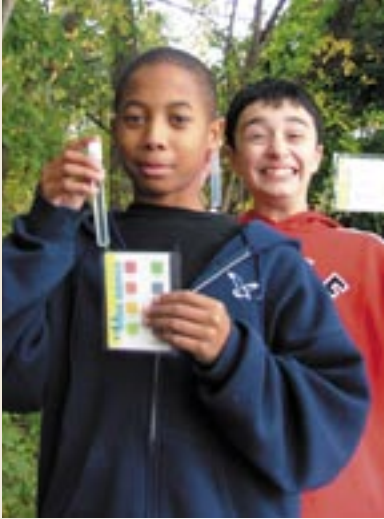
Improving Education



“The **GREEN** program provides our students with experiential-based learning that is unique in schools today. Our students have been able to participate in a long-term study of the environmental quality of a local stream and its surrounding environment. The collaboration of General Motors, the Dunwoody Nature Center, and Earth Force has enhanced our curriculum by focusing not only on environmental stewardship, but by engaging the wealth of knowledge and expertise of GM mentors.”

—**Renee Gracon**
Science Teacher, Science Department Chair
Holy Innocents Episcopal School, Atlanta, Georgia

Improving Education



GM GREEN Educator Survey

Through support of the GREEN program, GM is making a difference in the lives of educators and students. Educators are reporting that students are not only more enthusiastic about learning but that they themselves are more satisfied with teaching.

With 100% of responding educators reporting visiting a stream with their students, it is no surprise that 86% report an increase in their students' understanding of factors that affect water quality. It is by working together with local partners and dedicated mentors that we can offer quality programming with excellent results.

Training for Teachers

- 79% of respondents reported participating in watershed program training.
- Educators received an average of 5.7 hours of training.
- Teachers benefited most from trainings that covered water quality monitoring methods, aquatic macroinvertebrate identification, and the *Protecting Our Watersheds* curriculum.

Authentic Experiences for Students

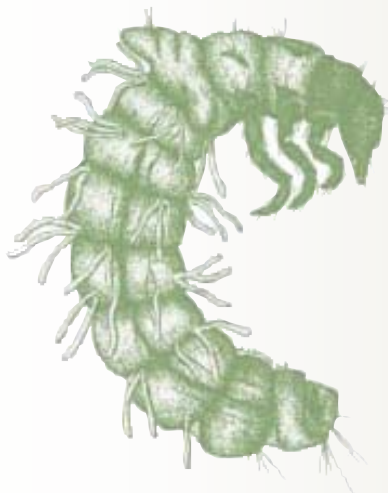
- 73% of responding educators reported taking action steps with their students.
- The most frequent topics of student investigation included:
 - erosion
 - excess runoff
 - trash along the stream bank
 - fecal coliform bacteria
 - excess nutrients
 - lawn care practices

Excellent Outcomes

- As a result of their participation in the GM GREEN partnership:
- 73% of educators reported their students were better able to analyze and present data on water quality.
 - 70% of educators reported an increase in their students' interest in science.
 - 62% of educators reported that their students' desire to improve the environment increased.



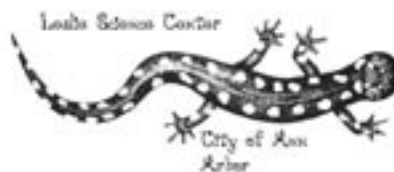
Credibility in the River Community



“Decades ago, the founders of the environmental education movement envisioned an educational experience that took individuals from awareness to action. That such momentum is created as a result of the GREEN partnership is all the more exciting. To see young people get involved, ask questions, and change behaviors is that vision in action. GREEN provides real environmental education for America’s future and I am proud to be part of this partnership.”

—**Barb Horn**
Aquatic Biologist
Colorado Division of Wildlife

Credibility in the River Community





St. Lawrence Aquarium & Ecological Center



SHREVEPORT
GREEN



“Water quality monitoring programs can be viewed as a semi-annual wellness check of our rivers, identifying water concerns early, thus protecting and preserving a healthy watershed. For students, these real-world learning experiences begin with both hands-on and minds-on science skills. The field experiences motivate students to go to the next level, developing the civic and leadership skills to recognize, develop and work towards implementing sound environmental practices within their school and community. Through GREEN, both students and community become vested in the project, fostering good stewardship of our natural resources now and in the future.”

—**Sam Maisano**
River Project Coordinator
Saginaw Public Schools



Credibility in the River Community

"GM GREEN is a top-notch program. I went to one of our events in Bowling Green, and it was a delight to watch our employees get involved with children to help them learn about the environment."

—Wil Cooksey
Plant Manager
Bowling Green Assembly

Partner: Terry Wilson

At Western Kentucky University, Dr. Terry Wilson is Director and Professor at the Center for Math, Science and Environmental Education. In 2005, he added 'GREEN Partner' to his list of titles, and began a partnership with the Bowling Green Assembly Facility. With the guiding vision of Elaine Gokey, retired Environmental Engineer, the Bowling Green facility chose St. Joseph's School as their first school, and engaged the facility's Women in Manufacturing group to lead the volunteer effort.



Terry joined the GREEN program because he is interested in taking environmental education to the next level, where action projects lead to civic skills and participation. He sees Earth Force and the GM partnership as a way to do just that. The GREEN partnership has brought an awareness to top university officials that Western Kentucky University's mission of civic engagement can be accomplished at the K-12 level as well as in higher education.

After an inaugural year with GREEN, Terry says that seeing the enthusiasm from the facility mentors, the school principal, the teacher, the students and the parents is what inspires him to build and expand the partnership in coming years. "I look forward to engaging more schools and teachers so that we can continue to make a difference over time", said Dr. Wilson.

In 2005, the Women in Manufacturing, led by lead mentor Dana Wallace, worked with 50 young people both in the field and in the classroom. Dana believes GM GREEN has given the members of the Bowling Green Women in Manufacturing the opportunity to get involved in the community. Now, with the assistance of Terry Wilson and Western Kentucky University, we look forward to great things to come!

Partner: John McFadden



Since 1999 John McFadden has been collecting water quality data as part of the GREEN program. In that time, eight schools, 33 educators and over 3,000 young people have been involved in watershed protection through the Tennessee Scenic Rivers Association's Duck River Opportunities Project (DROP). John says he started partnering with Earth Force and General Motors because of the *Protecting Our Watersheds* curriculum and Earth Force support.

He stays with the program year after year because of the genuine partnership with the Saturn Facility, and because, "when you see the students begin to get it – whatever it is – that is a powerful thing."

John saw GREEN as a way to engage students in the DROP effort to promote data driven community projects, so he signed on to work in partnership with the Saturn Facility in Spring Hill, TN. "Good people make this partnership work", says McFadden. "Saturn [GM-Spring Hill] is the largest employer in the county, so while they bring to the table local clout and financial support, they also bring an enthusiasm and dedication on the part of their mentors." McFadden added "We can't say enough about our lead mentor, Shari Meghreblian. She helps us keep our program focused and thinking about the bigger picture. It has been very effective showing up at meetings with school administrators with Shari representing Saturn – those administrators are impressed and it really helps them to understand how important the program is!"

In 2005 John worked with Earth Force staff and GREEN partners to make a presentation at River Network's Annual River Rally in Keystone, Colorado. Sharing his stories from Tennessee, John encouraged others to engage young people as active citizens in their watersheds.

In the future, John is hoping to increase classroom support for GREEN educators. He's looking forward to action projects and demonstrating that GREEN at its very best is about authentic learning, excellence in science education, and working in partnership with people in the community to protect environmental resources.

"Working in partnership with the Tennessee Scenic Rivers Association has been one of most fulfilling aspects of our participation in GREEN. To work with a group of individuals who are equally committed to quality education, environmental stewardship, and the power of public-private efforts is so exciting. We are all working hard to see that our efforts continue to grow in scope and impact in the upcoming year."

—**Shari Meghreblian**
Manager, Environmental Affairs

Performance Metrics

2006 GM GREEN Performance Metrics

Metrics

Number of Facilities	58 facilities participating in the program
Number of Volunteers	5 volunteers on average per participating facility
Number of Events	48 facilities schedule media events 44 facilities receive media coverage
Participation of VIPs	37 dignitaries participate in the program
Impact on Employees	75% of participating employees will report that their skills are well-matched to the experience 80% of participating employees will indicate the experience was personally fulfilling 70% of participating employees will feel that they were part of something larger
Impact on Education	75% of GREEN educators will report that participating in a watershed project increased their satisfaction with teaching 80% of GREEN educators are interested in participating in a watershed project again 80% of GREEN educators will report that the program increases their students' understanding of watershed issues 70% of GREEN educators will report that their students' desire to actively work on environmental issues also increases 75% of GREEN educators will report that the program increases their students' interest in science





In the News



🌿 **"GM GREEN is such a positive story** for all involved – our GM employee mentors, the partners, the young people and the local communities. The curiosity and enthusiasm the students have is contagious. It is gratifying to see reporters connecting with the students and coming away with an understanding that GM's dedication to protecting the environment goes beyond our manufacturing operations and vehicles."

—**Linda McGill**
Director, GM Communications

In the News



In 2005, the GM GREEN partnership generated 20,095,432 media impressions and consistently showcased GM's commitment to:

- The environmental health and vitality of communities where GM employees live and work.
- Working in partnership with young people, educators, schools, and non-profit partners to make lasting improvements to the quality of our nation's rivers and streams.
- Improving education through employee volunteer and mentoring opportunities.

A Sampling of Media Outlets Featuring GM GREEN Included

Print

Flint Journal
Knoxville News Sentinel
Bowling Green Daily News
Marion Chronicle Tribune
Macomb Daily
Detroit Free Press
Ann Arbor News
Toledo Blade

Online

CBS Market Watch
The Autochannel.com
Popular Mechanics
Yahoo! Finance
Forbes.com
USA Today.com
CNN Money
Michigan Live

Television

WNEM (CBS)
Flint-Saginaw-Bay City, MI
WLAJ (ABC)
Lansing, MI
WYTV (ABC)
Youngstown, OH
WJBK (FOX)
Detroit, MI
WTVG (ABC)
Toledo, OH
News 10
(Now Time Warner Cable)
Syracuse, NY
WXYZ (ABC)
Detroit, MI
WFMJ (NBC)
Youngstown, OH



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From the President



Thanks, appreciation and gratitude—it's been another great year!

The 2005 GM GREEN Annual Report celebrates the power of GM's corporate commitment to environmental citizenship. It is with great pleasure that I congratulate every individual and organization involved in this effort and send my deepest thanks to all of you for your steadfast commitment over the past year. I look forward to spending time with you this coming year and know that this success will continue to grow!

As many of you may know, I joined Earth Force in December of 2005. I've since spent valuable time with GREEN program staff, GM leadership, and several GREEN partners. This time has been so important to me. The richness, breadth, and depth of the GM GREEN program continues to represent a shining example of what can and does happen when corporations and non-profit organizations work together in a true partnership.

My personal thanks go out to all of the GM mentors and management, local partners, and educators who make this partnership such an exciting success. Your efforts and contributions are having a genuine impact on the lives of young people, the health of our natural resources, and the vitality of our communities.

I am confident that 2006 will be another stellar year for the GM GREEN partnership and so look forward to working with you throughout the year ahead.

Sincerely,

A handwritten signature in black ink that reads "Charles M. Tampio". The signature is fluid and cursive, with a long horizontal line extending from the end.

Charles M. Tampio
President and CEO
Earth Force, Inc.



General Motors is a driving force behind the success of the GM GREEN partnership





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