

The Wright Icon News

Bringing an Icon to Dayton - The Birthplace of Aviation

October 2010
Volume 2
Issue 4

Today's Modern Aerospace Hub - Tomorrow's Aviation Leader

Soaring 220 feet above the intersection of I-70 & I-75 and seen by thousands of vehicles daily, this 120 foot wingspan monument to the Wright Flyer will symbolize Dayton, Ohio throughout the world.

Community Kick-Off Marks Milestone

On September 22nd, the Wright Image Group held its Community Kick-Off at Carillon Park, celebrating the completion of the first phase of our strategy, generating community support. Community leaders from across the region - key members of city, county, township government, civic and aviation-related organizations, and groups oriented to regional development - were invited to attend. Most of these organizations have gone on record as supporting the concept of the Wright Icon being built at the "Crossroads of America," the intersection of I-70 & I-75.

Seventy-three people gathered to hear remarks by Judge Walter Rice, Walt Hoy, and Amanda Wright Lane - all distinguished members of the Wright Image Group Board of Directors - and to view the Group's new video, generously

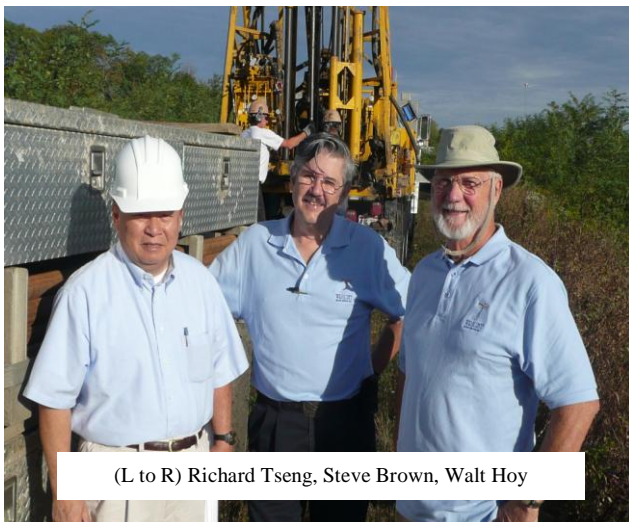
INSIDE THIS ISSUE

- 1 Community Kick-Off Marks Milestone
- 1 Drilling Begins At The Site
- 2 As I Remember It....
- 2 Our Supporting Communities
- 2 And Now Dayton Is On Board!
- 4 Board Member Spotlight

Drilling Begins At The Site

Bowser-Morner, Inc. of Huber Heights began drilling at the site of the monument on the morning of September 14th to get the first soil sample. Steve Brown, project architect, was on hand to assist the company's Chief Engineer, Dr. Richard Tseng, who headed up the team. Bowser-Morner is doing this work pro bono. This initial core sample went down approximately 80 feet in an attempt to locate bedrock, analyze soil conditions at different depths, and provide data

See [Drilling Begins](#) on page 3



(L to R) Richard Tseng, Steve Brown, Walt Hoy



Judge Rice

composed and donated by Mark Morgan of MainSail Production Services, Inc. Complimentary hors d'oeuvres and beverages made for a festive atmosphere, and guests clearly enjoyed themselves.

President and founder, Walt Hoy, introduced Judge Rice who delivered a passionate oration on how the Dayton region is overdue in recognizing and capitalizing on its aviation heritage. Pursuing the Wright icon with vigor will be a major part of the solution to that problem. Even those who are already working on the

See [Community Kick-Off](#) on page 3

As I Remember It....

By Walt Hoy

In the early 90's, we had an Experimental Aircraft Association meeting in New Carlisle at the airport. The discussion sort of centered on the fact that the Dayton area has a rich heritage in aviation, yet more or less ignores it. Even though many of the people in the community felt that the Wright Brothers airplane was trite – that is, overused – in our community, we agreed it was the only symbol we had that could be used on an international level. We took it upon ourselves to see if we could encourage the Dayton community to accept the Wright airplane as the representative image of Dayton. We wanted something to brand the region and to become a rallying point for the people who live here.

I built a model of an example icon that we could use. It was a stainless steel copy of the 1905 Wright airplane on a pedestal that would stand about 50 feet tall. The model was enclosed in a plexiglass box, a cube about 1 foot on each side, and mounted on a walnut base. We selected the 1905 model because it was the first practical airplane. Although the Kitty hawk airplane proved that flight was possible, that airplane also proved to be unflyable. The 1905 airplane was perfect for our purposes. It was designed and built in Dayton and never flew anywhere other than Huffman Prairie just north of Dayton. Most people would not notice the

difference between a 1903 and a 1905 model Wright airplane, but the changes were critical to the Brothers' future success. It was also helpful that the 1905 airplane that Orville rebuilt just before his death is now housed here in Dayton at the Carillon Park.

I don't recall who recommended that I contact Walter Ohlmann of Penny/Ohlmann/Neiman Advertising to add a professional touch to our project. Although this contact happened over 15 years ago, it is still one of the most important things that happened to the Wright Image Group. The short marketing plan that he wrote is still relevant! Walter and I assembled our first Board of Directors that included Chuck Curran and Steve Brown. Chuck and Steve were both instrumental in getting the Wright airplane replicas installed at the Engineers' Club in downtown Dayton and at Wright Patterson AFB, Area B.

See [As I Remember It](#) on page 3

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Our Supporting Communities

Beavercreek
Butler Twp
Centerville
Clayton
Dayton
Fairborn
Kettering
Miami Twp
Montgomery Co
Washington Twp
Xenia

...And Now Dayton Is On Board!

On July 21st, **Dayton Mayor Gary Leitzell** signed resolution #5758-10 stating that, "...the City of Dayton hereby supports the construction of a Wright Flyer Icon to recognize the accomplishment of the Wright Brothers and depict the Greater Dayton Area as the Birthplace of Aviation...."



[Drilling Begins](#) from page 1

to support a foundation design. WDTN Ch 2 reporter and anchor Dan Edwards was on hand with a cameraman to record the event for the local news, as was WIG President, Walt Hoy. Dan's piece on the Monument aired on September 21st and 22nd.

Additional drillings will be accomplished later, but aside from erecting the current wind sock, this is the very first physical work leading to construction of the monument!



Ch 2's Dan Edwards interviews Steve on camera at the site

[As I Remember It](#) from page 2

Soon after we started to sell this idea of an icon, the city of Dayton started a project to select a piece of art for the city's south portal. This art object was to be put on Main Street near the convention center to honor the Wright Brothers. Wick Wright and I were allowed to be ex-officio members of the committee to select the south portal art. What Wick and I didn't know was that the committee had been formed with all modern art enthusiasts. There was no way that they were going to allow a piece of virtual art, an airplane, to be a part of their artistic contribution. When they finally selected "Flyover" as the winning piece of art, Wick resigned from the committee with the comment, "This is art for artists and has nothing to do with the Wright Brothers." Wick and I failed miserably in our attempt to get a virtual stainless steel airplane built into the art so that it could become the icon of Dayton. In retrospect, they probably did us a favor, because if we had been successful in getting a 40 foot stainless steel airplane at the south portal on Main Street we would have considered our mission accomplished and would not have moved on to the larger and better plan that we now have.

(This article will conclude in the January 2011 issue of [The Wright Icon News](#).)

[Community Kick-Off](#) from page 1

monument were re-inspired by his remarks! The Judge then cued our new video, and followed by introducing Amanda.

Amanda focused on the "Wow" factor involved in building this monument – how it affected her and many others in the audience. She went on to explain that with solid community support, as evidenced by all in attendance at this event, we can expect to succeed in raising the \$175,000 required to finish the preliminary design documentation. She closed by asking all in attendance to keep on expanding the "Wow" – and doing everything possible to join, donate, or volunteer.

*To join, make a donation,
or get information
explaining the different
contribution and
recognition levels, write
to us at:*

**Monument
1605 N. Main St
Dayton, OH 45405**

Board Member Spotlight



Amanda Wright Lane

Amanda is the great grand-niece of Orville and Wilbur Wright, and works to preserve the story of her famous family's contribution to aviation history. She is a trustee for the Wright Family Foundation which has donated approximately \$1.4 million to twelve aviation related organizations. She currently serves on the boards of the National Aviation Heritage Alliance, Dayton History, Wright-Dunbar, Inc., the Wright "B" Flyer, Inc., the Engineers' Club of Dayton, and the First Flight Foundation. In 2005, she was selected as one of Dayton's Top Ten Women of the year. In August 2008, she won the Ivonette Wright Miller Award from the National Aviation Heritage Alliance. She is also a recipient of Aviation Trail's Trailblazer

Award. In January of this year, she won the "Living Legends of Aviation" award, and more recently, the Air Force Association's Ambassador Award for 2010. She graduated with a B.S. from Miami University, and resides in Cincinnati with her husband, Don. Her son, Brenden, is a graduate of Stanford University, and her daughter, Meredith, is a graduate of Indiana University.

Annual Membership Dues

<i>Individual</i>	<i>\$20</i>
<i>Couple</i>	<i>\$30</i>
<i>Business</i>	<i>\$50</i>

Make checks payable to:

Aviation Heritage Foundation, Inc.

**With the following comment
on the "For" line:**

"Restricted for WIG"

WIG Board of Directors

- Walt Hoy - President
- Stephen Brown – Vice President
- Walter Ohlmann – Secretary
- Jacqueline Nawroth – Treasurer
- George Gianopulos
- Shayna Kolodesh
- Jon Kurtz
- Amanda Wright Lane
- Ellie Lewis
- Curt Nelson
- Anthony Perfilio
- Bob and Sally Ruh

Directors Emeritus – Walter Rice, Marshall Ruchman, Toula Stamm

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