



Soaring 270 feet above the intersection of I-70 & I-75 and seen by thousands of vehicles daily, this 144 foot wingspan monument to the Wright Flyer will symbolize Dayton, Ohio throughout the world.

Bringing an Icon to Dayton - The Birthplace of Aviation

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

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What A Triumph!

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The Wright Image Group is pleased to announce that on Saturday evening, June 20th, it will host a centennial birthday celebration for our most loyal and cherished supporter, long-time aviation heritage leader and regional philanthropist, Ms Zoe Dell Nutter.



Zoe Dell Nutter with some of her grateful beneficiaries in the Wright Image Group, (l to r) Walter Ohlmann, Walt Hoy, Curt Nelson, and George Gianopolos, in the Wright Brothers' former home, Hawthorn Hill, May 2011.

Ms Nutter has long been an ardent advocate for Ohio's aviation heritage and an enthusiastic supporter of the Wright Image Group's monument project. She wants her personal triumph in reaching that 100 year landmark to be an occasion for encouraging others to join her in supporting the **Triumph of Flight™**!

This will be a "black tie optional" event held in Commander Aero's 25,000 ft² hangar at Dayton-Wright Brothers Airport, a venue graciously donated by owner, John Bosch.

With an excellent catered dinner, hosted bar, music to "take you back," and an exciting

program that includes Dayton's US Representative Mike Turner, it will be a grand birthday party!

Zoe Dell is widely known all across the nation, and we will be sending invitations to as many of her friends and associates as possible. If you would like to be included on the invitation list, please contact Walter Ohlmann at 937-276-2963 or walter@ohlmanngroup.com.

The Ohlmann Factor

Sometime in 1994, Walter Ohlmann answered the phone in his office at Penny/Ohlmann/Neiman, a prestigious Dayton advertising firm, and listened to a gentleman on the other end say, "...I have an idea that needs a marketing plan." It was Walt Hoy, initiator of the **Triumph of Flight™** concept. To Walter, this call was totally out of the blue, but he said, "Okay, tell me about it." Hoy explained that he wanted to build a monument to the world's first practical airplane, the 1905 Wright Flyer III, and the Wright Brothers who built it, at the intersection of Interstate 70/75, and he needed someone to craft a pro bono marketing plan to help him do it. Walter had never been an aviation enthusiast, but he was intrigued – the Dayton community had turned its back on the area's aviation heritage, selling off the Brothers' bike shop, and abdicating its claim of "first in flight" to North Carolina. He knew of a survey that indicated the number of people who knew that the Wright Brothers came from Dayton was "shockingly low." In Hoy's idea, he recognized the potential for this monument to put Dayton on the map, giving Daytonians something to look up to and giving the brothers recognition throughout the country.

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He agreed to do the marketing plan, and subsequently sent it off to Hoy. Then he heard nothing more about it for several years....

Walter was born in Germany and spent his childhood there during some turbulent times. After Krystallnacht his father was sent to a concentration camp, but since he had been a frontline army physician during WWI with a sterling war record, he was later released. Nonetheless, it was clear that emigration was highly advisable. The family went to England where they applied for immigration to the United States. His parents stayed in London with a cousin, the grandson of Phillip Morris, and Walter and his two sisters went to stay with two families in Edinburgh while they waited for their immigration number to come up.

After their immigration was approved, they landed in New York City, but stayed just a year while his father studied English. At that time, only two states, Ohio and New York, allowed foreign-born doctors to practice. Walter's parents wanted to come to Ohio, so they traveled here and chose Dayton as their destination because they saw it was the state's fastest growing city. As Walter puts it, "I'm here by design, not by chance."



Walter at the helm of the Ohlmann Group

Here in Dayton Walter thrived. He graduated from Roosevelt High School, then the biggest school in the state, in 1947 and worked for a few years as a budget manager and marketing director. Then in 1952, during the Korean War, the US Army requested his services. His two years in the Army included time in the War Crimes Division in Korea which debriefed returning prisoners of war. By the time of his separation in 1954, the division had over 1600 classified cases on atrocities perpetrated by the enemy on US and UN troops ready for use by prosecutors, but the armistice and subsequent prisoner exchange precluded any trials.

Upon his return to Dayton, he took a job as copywriter for a local TV station. The station had a client, Bob Penny of Penny and Penny Advertising, who was impressed with Walter's talents and offered him a job. Walter ultimately accepted the offer and went to work in an office with one desk, two chairs, and a two-drawer filing cabinet. That was the beginning of Penny-Ohlmann, Inc. When Ralph Neiman, owner of an art studio, joined them in 1969, the company became Penny/Ohlmann/Neiman, Inc. In later years, when he found himself the only surviving partner, he renamed the company The Ohlmann Group. Over the years, the agency built an advertising business that became one of the pillars of the

Dayton region – and led to that “out of the blue” phone call from Walt Hoy in 1994.

Hoy's group had been working behind the scenes in those intervening years, refining the concept, building support, defining options to acquire the land, and gathering momentum, when, once more “out of the blue,” they called Walter in early 2003 and pulled him back into it. He was already engaged by that Spring when Montgomery County Commissioner Chuck Curran invited him to a meeting with Hoy, Curran and Bill Focke to discuss setting up a committee to advance the monument project – by then becoming known as “Where Innovation Takes Flight.” At the meeting on June 13th, 2003, they asked Walter formally to join them. Knowing that this would be a dramatic

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boost for Dayton, he readily agreed.

The impact of his participation was immediate. He identified the need for a proper organization, a specific and documented offer of real estate for the site, and the addition of architect Steve Brown, already involved, to the committee. At a meeting in July the four man committee was joined by US District Court Judge Walter Rice, a well-known aviation



1605 N Main – also the home of the Wright Image Group

heritage advocate. The committee decided that, despite the level of activity and organizations celebrating the Centennial of Flight that year, they wanted to form an independent organization, not allowing the project to be buried in some other group. In 2004, Walter generated and submitted to Ohio the paperwork needed to incorporate as a non-profit, and applied for tax-exempt status under section 501(c)(3) of the Internal Revenue Code.

Operating as an independent corporation by Spring of 2005, although not yet approved for tax-exempt status, the committee met for the first time as the Wright Image Group on June 8th, 2005 and approved the by-laws that Walter had drafted and submitted. The attendees at that meeting were designated the initial board members – Chuck Curran, Walt Hoy, Steve Brown, Cliff Khouri and Shayna Kolodesh (Singer Properties), Jacqie Nawroth, Walter Ohlmann and Walter Rice. The board agreed that Walt Hoy would serve as President, Walter Ohlmann as Secretary, and Jacqie Nawroth as Treasurer. The following month they added the office of Chairman to the by-laws, and Chuck Curran was chosen for that position.



Four Hermes awards for excellence in advertising, just some of the many earned by the Ohlmann Group.

The following year, in 2006, the Wright Image Group's tax-exempt status was confirmed and the group was able to begin serious fundraising.

By 2010, it was apparent to Walter that a different approach was going to be necessary for fundraising. At his recommendation, the board that year realigned its officer positions to make Walt Hoy the chair and Walter Ohlmann the president, and split the vice-president position into three, one each for design/engineering, fundraising, and public information. Thus configured for more effective fundraising, the board hired a fundraising consultant the following year, a design consultant in 2013 and a governmental consultant in 2014. Through all these actions, Walter's vision of the **Triumph**, and his company's resources, have been instrumental in helping move it forward.

It is easy to underestimate the benefits to the Wright Image Group from all those resources for all those years. The Ohlmann Group's conference room has been our conference room, its address has been our address, its phone number has been our phone number, its administration has been our administration, and its graphics arts talents have been ours. Walter has given generously of his time, his leadership, his business contacts, and his resources – both company and personal.

The members of the Wright Image Group are extremely grateful for all he has done and all he has given. But to him, **the only thing that matters is completing the Triumph of Flight™!**

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

Triumph of Flight™
 1605 N. Main St
 Dayton, OH 45405
 or visit our website,
www.wrightmonument.org

Annual Membership Dues*

1 year - \$20
 2 years - \$35
 3 years - \$50

**Applicable to Individuals, Families or Businesses*

Public Information Update

- Our astute readers will note the new masthead on page 1, but a few of you may miss the tiny™ symbol. Yes, "The Triumph of Flight" is now trademarked! Thanks again to Walter's efforts we are protected from infringement of our brand. Our brand image of the **Triumph** against the Dayton skyline now graces our newsletter, our FaceBook page, our website, and our promotional materials.
- In the near future, we will be launching an abbreviated feasibility study to reassess the level of support for the **Triumph** in the Dayton region. We hope to have it completed by the end of the summer.
- After George Gianopulos briefed the Vandalia Rotary last fall, two local area businessmen, Bryan Kentner and Jim Ping, became enthused about the project and have launched a campaign to solicit financial support from 1000 businesses in the Dayton region. They crafted an approach to these businesses that aims at generating enthusiasm as well as pledges of financial support annually over the next several years. We will have more to say on this in future newsletters.
- State Representative Rick Perales (R-Beavercreek), Chair of the newly formed Ohio Aerospace and Aviation Technology Committee, has agreed to host a presentation by the Wright Image Group on the **Triumph** during a meeting in the near future to familiarize committee members from across the entire state with the project and its projected impact.
- As a reminder to our friends and members, the Wright Image Group awards permanent membership to all those who contribute a cumulative total of \$150 or more in either dues, donations, or both. This is a bargain basement price – one that will only go up in the future – for permanent membership in the organization that will construct America's newest monument, **the Triumph of Flight™**.

The WIG is a proud partner of the National Aviation Heritage Alliance.

As such, we ask our donors to make checks out to the Aviation Heritage Foundation and mark them so that it is clear the donation is specifically intended for the Wright Image Group.

By flowing our donations through the foundation, the federal government will match a portion of them. This additional funding goes to support the aviation heritage of the entire region. (See instructions below)



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 – Chairman
- Walter Ohlmann – President
- Stephen Brown – VP Design & Engineering
- George Gianopulos – VP Development
- Curt Nelson – VP Public Information
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*Directors Emeritus

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