

## **Creativity, Inventors, Italians, and the Fourth of July 2003**

*Celebrating The 100th Anniversary of The Invention of Flight*

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People who think differently are often denigrated, yet these are the people who have solutions to problems in an organization, work place, and world. If not guided and nurtured in a creative positive manner and atmosphere, they end up using their giftedness, their creativity in a negative, perhaps debilitating way because they did not receive the attention, direction, and guidance they needed in its development! Many high creatives are behind bars! They are smart in a different way that cannot be measured by the standard achievement tests, which favor the left brained student, and therefore are often made to feel dumb, unsuccessful, and agitated, or they just clam up and drop out and get attention in another way; usually in a negative non-conformist attitude or behavior, resulting in criminal behavior, violence, and/or suicide! Many LD (learning disabled) students are high creatives.

We give thanks on the birthday of the USA, on the 4th of July and every day, for our freedom, for the ilk of the inventors of the airplane, Orville and Wilbur Wright, and other visionaries and inventors in our American heritage, who were not discouraged by negative thinkers and antagonizers. High creatives are often non-conformists, they think out of the mold, they think ahead of the general population and are goaded by their urge to “do something” about a problem area, or to create or fix things. The Founders of the USA wanted freedom to improve humanity’s lot in life, inventors find a better way, artists illustrate their feelings and the way they see things! There are always those who laugh and call high creatives names, who surmise because people think differently they are *out to lunch*. Some high creatives become introverted, frustrated, unhappy people because they often do not find success quickly (ahead of their time by ten to twenty five years) or their talents and gifts are not appreciated by those around them and the multitude. Their plans often take a lifetime or after to come to fruition.

Before Orville and Wilbur Wright of Ohio, there was Leonardo DaVinci from Italia, who first had the idea of a *flying machine* and sketched it out! And before that our Creator gave us the idea of flying! He then was the true inventor of flight! Orville and Wilbur were great observers and studied the birds in Kittyhawk, NC where they eventually made their first flight of seven minutes or so in the air via their new contraption called an airplane in 1903.

The birds were the first to fly and now we have all kinds of steel birds flying in the upper atmosphere thanks to the observation, experimentation, fluidity of thought, flexibility, fortitude, and creative talent of The Wright Brothers who were born in my hometown, Dayton, Ohio.

Everyone needs a physical and a creative means for venting frustration as an outlet. When innate creativity is denied, rejected, or ignored, the creative person and society pay the price physically, mentally, spiritually, socially; personally and corporately. Every human being is born with creativity, and it is most prominent among those of Italian heritage. What other culture is blessed with so many artists, musicians, architects, designers, inventors, engineers, and lawyers? Creativity is usually directed (and even beaten) out of children by the time they reach school age! This is the atmosphere in which hostility and rebellion is nurtured and gains control.

It is time to wake up and smell the rigatoni and tap into the creative energy, talent, and thinking that is innate in our populus to solve the problems in individuals, groups, families and the world! Let us begin by saying it happens in Dayton, OHIO; *The Cradle of Creativity!*

There is something in the water here, something in the air, that breathes and nurtures creativity, coming right out of the East End of Dayton (where the Italians first settled in Dayton). Many of us did not need to hear an out of town speaker who visited Dayton in June, to tell us this, we have always known it! But coming from an outsider it makes it official! And more people listen when it comes from an expert! Especially those who operate more on the left side of the brain!

The *IT*alian immigrants brought the big *IT* with them. The big *IT* is Creativity!

My people from Italy (Termini Immerese, Sicilia) developed businesses out of nothing, to feed their families in the late 1800's, usually by beginning to peddle fruit, and then developing in the food business standing on market, establishing fruit markets, grocery stores, and wonderful restaurants (*ristorantes* and *trattorias*) to serve the public. They came with no education or money; they started from nothing coming out of a famine in Italy. On the west coast, they began with grape arbors and became wineries, they hoed their gardens and started to supply the people with fruit and vegetables in abundance! In short, they took what they had, used it, grew the ideas and became business people because they took advantage of innate gifts, talents, and skills and built on them!

The highly creative atmosphere in Dayton caught on big time in our more educated forward thinking citizens like Orville and Wilbur Wright, Boss Ket, (Charles F. Kettering, inventor of the automobile automatic starter), John Patterson (National Cash Register) and many others with scientific, inventive minds. High creatives are risk takers, they put their learning and inventive characteristics to work in observation, experimentation, and engineering of all kinds. Tool and Die Companies, Frigidaire, Delco, National Cash Register, Standard Register, Duriron, General Motors, were all present in Dayton when I was a girl! Fan Tan Chewing Gum was made here too! Rubber factories, paper companies, Coca Cola, bread companies;

Dayton hummed with ingenuity and creativity, organization of minds and hearts to

turn out needed supplies for the world. And I was in the middle of it in the East End on top of my uncle's popular eatery, Longo's Spaghetti House which was "Known from Coast to Coast!"

Dayton, Ohio is where things happen! It always has. We have always been in the center of things in the 90 Minute Market! We are at the crossroads of civilization! We face a challenge today as never before. Save the planet or destroy it, through greed, violence, and the seeking of power and control! We the people have to see what we have, become more aware and thankful, and start right where we are to make the world a better place to live, love, and grow families, by the grace of God!

"All things work together for those who love the Lord!" We can do it and we will do it! That is, if people work together for the common good and are true to the precepts set down by the Creator of the Universe and the guidance given forth in the Declaration of Independence and the Constitution of the United States of America.

The celebrations for Orville and Wilbur Wright, The Bicentennial Celebration of the State of Ohio, 9/11; Wars and Rumors of Wars...all coincidental happening at this time in history? I don't think so!

The Bosnia Peace Talks happened in Dayton, Ohio, the place where great minds grow and grow and grow! Let us go forward from this point in time, July 4th 2003, to help the world grow toward peace rather than pieces through the development and nurturing of our highly creative endeavors and bring peace back into hearts and into the world!

Pace e Bene...Peace and Blessings on this Independence Day, 2003 and forever! Let The Freedom Bell ring loud and clear to the world; we are all created equal and we have been given a gift in the USA. My grandparents, my parents and ancestors from Sicily and all of Italy salute you, as I do, as my immediate and extended family and whole Italian Community of Dayton, Ohio salutes you, our majestic Lady of Liberty, throughout America and to all places where freedom rings! *Thank you!*

Long live the United States of America who took in and continues to take in and harbors, nurtures and encourages those who have been mistreated by despots, who have suffered famine and fear! And given them hope and opportunity! Viva America named for an Italian navigator and explorer, *Amerigo Vespucci!* Avante! Let us continue to go forward in all things! Together! And in Peace! 30

#### About the Author:

Francesca M. Longo Franchina, MS Ed. is the President of Franchina Communications International, Inc., a native Daytonian, educator, counselor of education, journalist, and an independent radio, and television producer. She is a member of the Order Sons of Italy in America, and was the first woman President of the John Pirelli Lodge #1633 (2001-2003) which boasts 475

members, located at Bella Villa on County Line Road in Dayton, Ohio. Presently, she is the Immediate Past President and Communications Chair of #1633, Grand Recording Secretary and Editor of the State OSIA paper, The Lion's Roar and V. President of Holy Spirit Catholic Communications, Inc.. She and husband Joseph, (retired Hormel Foods) are the parents of five grown sons.

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Francesca started working in the family businesses at the tender age of three peddling fruit from the truck with her dad, Dominic "Biggie" Longo from the East End of Dayton to the West End of Dayton, progressing to work in the family fruit markets and grocery store in grade school, and finally at the restaurant named after her, *Longo's Twinkle Inn*, all formerly on Linden Avenue in Dayton, Ohio. The family moved farther East in Dayton to Hearthstone Platt, when she was seven. The Franchina Family now resides in Beavercreek, Ohio, *The Far East of Dayton!*

Fran has always been interested in and in the midst of right brain (highly creative) people and different modes of thinking. While teaching school she was drawn to students who had difficulty in school subjects and learned differently, those who had a creative bent, She discovered many LD students had gifts hiding behind their learning disabilities and were *high creatives*. Her dad and sons were here inspiration to pursue research and teach about creativity and the high creative. Pursuing research on the Creative Mind while getting her Masters Degree in Education at the University of Dayton, another bastion of creativity, Fran developed her motivational creative problem solving programs as alternatives to debilitating behavior in society. She discovered innate gifts of creativity and creative endeavor were not being served in the schools and appreciated or valued by society!

Francesca, (some people call her Twinkle) originated TYBO TACTICS and Project TOTL in 1974 as a creative problem solving process and as an alternative to drugs, alcohol, suicide and depression. A popular speaker at conferences and seminars throughout the nation, Fran has addressed hundreds of groups on the benefits of developing and nurturing innate creativity and creative problem solving for good health, physically, mentally, spiritually, and socially. She has written about creative living for the Kettering Oakwood Times in a column called "On The Right Side!" and has written and hosted local public access cable television programs since 1974 promoting creativity. She has received Arnie Awards for "Mamma Francesca's Place;" "Our Jewish Roots in Christianity," "Columbus, The Myth and the Man" and "The Come Home Program." She also was producer and host of "Getting It Together" a weekly half hour radio program on WVUD FM (99.9) and a live one hour radio "Mamma Francesca's International Place," akin to the Old Duffy's Tavern and Fibber McGee and Molly Radio Broadcasts of the forties and fifties which nurtured her own creative endeavors!

Francesca is a *motivational speaker*, and speaks on The Italian American Mind, Family, and Temperament; Creativity and Problem Solving; The Battle of Minds; (Power and Control/Make Peace, Not Pieces); Stress Management, and many other topics, among them religious, inspirational and health/healing topics. A former elementary school teacher in the Dayton Public Schools, Francesca has a B.S. in Education and an M.S. in Educational Counseling and Human Services, holds a certificate in Pastoral Theology and Telecommunications, and has done post graduate work in Education, Health and Mental Health, and Theology, towards a doctorate in Mariology, at IMRI, (The International Marian Research Institute) a Pontifical Institute affiliated with *The Marianum* in Rome at the University of Dayton. She is a member of ACT (Association of Christian Therapists); Catholic Academy For Communication Arts Professionals; and Order Sons of Italy in America. Proud to be an Italian American, Italian customs and traditions are prominent in family and her Italian American Community and professional endeavors in radio, television, video, and print. Francesca reiterates loud and clear, "*The Joy of the Lord is my strength!*" It is the fortitude of Italian roots and family that move Italian Americans forward in that Joy!

To share your gifts and creative endeavors and/or those of your family or friends; and/or to ask questions; suggest topics, please E Mail: [ffranchina@aol.com](mailto:ffranchina@aol.com) or write to: Francesca Franchina,

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