



Franklin, his wife, Cindy, and their daughters, Jayliana and Jayla (holding doll)

Reading for Life

A Creek father inspires his daughters and other children to be leaders with his book for young readers

By Keren Moros | Photo by Xavier Castaneda

While Franklin Renwick has held corporate leadership positions in Target and Bank of America, the Coconut Creek resident believes that leadership begins at home.

“I think it’s important for us to be leaders, especially me as a father and husband—if we don’t show an example for others, what will happen? Because some people, they want to follow; some people need direction in how to do something,” says Renwick, who has a master’s in human resource management and a leadership certificate from Nova Southeastern University.

So it’s not surprising that when he saw a need, he decided to do something about it. When he took his daughters, 10-year-old Jayla and 2-year-old Jayliana, to local libraries, he felt that the books available didn’t tackle current issues. Around the same time, he noticed bikers in his neighborhood not wearing safety pads or helmets while riding with his family.

Then he had an idea.

“Why not write a children’s storybook on safety? To me, Florida is about flamingos. My name is Franklin. What about Franklin the flamingo?”

In Renwick’s book, *Fly Mingoo: The Adventures of Franklin the Flamingo*, the colorful character teaches a young boy the importance of wearing safety gear and

inspires him to teach other children the same lesson. Renwick already knows how future books will educate young readers. The second book will discuss financial literacy, drawing from his experiences at Bank of America, and the third will cover internet safety, something he’s familiar with from his job at the Department of Justice.

“We felt that if we can create a series of stories to talk about today’s issues, that would be helpful to other parents and helpful to our community. And helpful to all people who have children,” Renwick says.

The book has certainly been helpful for his children. Renwick says Jayla has gained confidence by reading the book to first through fifth graders at her school, and Jayliana “doesn’t go anywhere without her Franklin the flamingo doll.”

Though the pandemic paused his plans to promote the book, Renwick has so far been encouraged by the responses of those who have read it, including a young reader who wrote a report on the book and a teacher friend in Tampa, who wants to Renwick to read the book to his students. Renwick plans to connect with Miami-Dade County Public Schools and is even hoping to promote the book, which he published through Amazon and IngramSpark, in the elementary school and high school he attended in Toronto, where he grew up.

“Sometimes you do things not knowing a purpose—just doing it for your kids and looking for the betterment of your family, because that’s everyone’s goal. ... So when I see our friends [read] the book ... it’s such a rewarding feeling,” Renwick. “To pass information on, I think, is the best thing. That ties back into leadership. If someone can learn something, amazing. And, hopefully, we then instill in other children [the desire] to become leaders.”

Learn about Renwick’s book at franklintheflamingo.com.