Dr. Robert S. Laubach was a dedicated educator, husband, father, and volunteer in our community. He devoted his life to adult literacy and will be remembered for his many contributions over the past eight decades. Dr. Laubach and his late father, Dr. Frank C. Laubach, are credited with teaching more than 100 million adults to read and write in more than 200 languages.

“Dr. Bob,” as he liked to be called, was born in 1918. His father, Frank Charles Laubach, was an educator and minister and his mother, Effa Seely Laubach, was a nurse. Frank Laubach’s strong calling to mission service took the couple to Manila in the Philippines where Bob was born. Frank began to have the global vision that would lead to his future success as a pioneer in the field of literacy.

Although the family called Pennsylvania home, Bob was raised and schooled in the Philippines. He was greatly influenced by the pacifism and dedication to service exhibited in the day-to-day life of both his parents. In 1930, after the family took a year’s leave back home in Pennsylvania, the Laubachs returned to Lanao in the Philippines for the Congregational Mission. It was here that Frank’s mission to help people become literate in their own language had its beginnings and where Bob began his career in what he referred to as literacy journalism. This work was with a Muslim group, the Maranaos, in the Lanao Province. A village chief, observing how the quality of life improved for his people as they became literate, came up with a brilliant idea: “each one, teach one.” Using this method, literacy was brought to this area of the Philippines by their own people.

Bob, just a teenager, was too young to work by his father’s side but old enough to watch and remember the changes taking place as a result of Frank’s worldwide literacy ministry. Over the next 30 years his father traveled to over 100 countries helping missionaries and governments develop literacy programs using the principles in “Each One Teach One.” In 1946, after finishing his service as a conscientious objector during the World War II, Bob traveled with his father on four literacy tours: two long trips to Africa and two around Asia. Literacy lessons were developed in 315 languages in 105 countries. After decades of work and travel around the world, Frank founded Laubach Literacy International in 1955. Bob was on the Board of Directors from the beginning.

Bob received an M.A. in journalism from Syracuse University and in 1963 earned a Ph. D. in reading education. In 1951 Bob and his father had persuaded the Dean of the Newhouse School of Communications, Wesley Clark, to begin a master’s degree program in literacy journalism. Bob convinced the Board of Directors of Laubach Literacy to move its headquarters from Washington, D.C. to Syracuse that same year.
Upcoming Meetings

**SEPTEMBER 18**
- 11:00 am  
SRF Trustee Meeting
- 12:00 pm  
RCS Club Meeting

**Program**
Dr. Casey Crabill, President OCC  
MOST Grant Update  
1:30 pm  
P&C Committee Meeting

**SEPTEMBER 25**
- 12:00 pm  
RCS Club Meeting

**Program**
Program TBA  
Literacy CNY Grant Update

**OCTOBER 2**
- 12:00 pm  
RCS Club Meeting

**Program**
Chadwick Rersidence  
PEACE Inc. Grant Update

**OCTOBER 9**
- 11:00 am  
RCS Board of Directors Meeting
- 12:00 pm  
RCS Club Meeting

**Interfaith Works Grant Update**

**OCTOBER 16**
- 11:00 am  
SRF Trustee Meeting
- 12:00 pm  
RCS Club Meeting

**Program**
Clear Path for Veterans

**FACT:** Cotton covers 2.5% of the world’s cultivated land yet uses 16% of the world’s insecticides, more than any other single, major crop.

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**A Proud Syracuse Rotarian**

Seeing the need, Bob developed the world’s only master’s degree program training students in the field of literacy journalism. Bob taught students in Syracuse for thirty years. The program focused on two areas: writing for new literates and literacy techniques. A small army of individuals was trained and subsequently carried these tools all over the world. In the early years of the program, the students developed a small mimeographed newspaper called News for You.

In 1959 Bob started an educational publishing venture, New Readers Press, a division of Laubach Literacy, which provided teaching materials and books for students learning to read. Today New Readers Press is a major U.S. publisher in adult education. News for You, a weekly publication, now brings easy-to-read articles to 90,000 readers in high schools, adult education classes, English-language classes for immigrants, and correctional facilities.

Following his father’s death in 1970, Bob served as president of Laubach Literacy International. The number of volunteer tutors grew slowly but steadily during the 1970s and 1980s. After retiring as president in 1982, Bob remained on the Board and continued his literacy work, much of it with his dear friend of 50 years, Caroline Blakely. Caroline came to study at S.U. with Bob in 1958. She became the first paid employee of Laubach Literacy and began her own long career committed to literacy. She and Bob worked side by side as the staff grew.

In 2002, Laubach Literacy International merged with Literacy Volunteers of America to form ProLiteracy Worldwide, which is headquartered in Syracuse. Bob is a lifetime member of its Board of Directors. ProLiteracy has more than 130,000 volunteers tutoring throughout the United States in more than 1,000 literacy councils. Some 12,000 volunteers tutor in a sister organization, Laubach Literacy of Canada. There are ProLiteracy programs in 45 countries in Asia, Latin America, and Africa, where literacy services are delivered through indigenous organizations. An avid photographer all his life, Bob worked on creating a visual history of his and Frank Laubach’s literacy work worldwide from the thousands of slides taken over the years. This archive is housed at ProLiteracy’s headquarters on Marcellus Street in Syracuse.

While developing a master’s degree program and teaching at S.U., establishing a worldwide literacy organization, and writing numerous books, Bob also raised a family. He and his wife, Frances Brown, married in 1953 and had four children. Charles and his wife, Aida Tashouri live in Abu Dhabi, United Arab Emirates and have two children; Laura and her husband, Ramon Ayestaran, live in Pamplona, Spain and have three children; Ann and her husband, Louis Jannazo, live in Columbus, Ohio with their two children. Emily lives in San Francisco and married Roy Woollard in 2000. Bob lost his dear wife in 1988 in a tragic car accident. He continues to maintain strong family ties and travels regularly to visit his children and grandchildren.

Bob was a proud Syracuse Rotarian, Methodist, and Democrat. He was a stamp collector and train buff, visiting model train shows and riding unusual trains wherever he could. He had visited almost every state in the U.S. and several provinces in Canada, speaking about the long history of the Laubach world literacy movement.

Dr. Robert S. Laubach died peacefully on Friday, September 11, 2015. He was 96.

Send donations in honor of The Dr. Bob Endowment  
ProLiteracy Worldwide  
104 Marcellus Street  
Syracuse, NY 13204  
or online at proliteracy.org/give/donate-now
This Week’s Program: Dr. Casey Crabill

The President Onondaga Community College will speak Friday at Syracuse Rotary

Program Committee

In 1962, Onondaga Community College opened its doors to 500 entering freshmen at Midtown Plaza in the urban center of Syracuse, New York. Outgrowing the city center location, the College moved to its present site in 1973.

The college is now situated on 280 acres atop Onondaga Hill, four miles from the city, with a commanding view of the city, Onondaga and Oneida lakes and beyond. A newly renovated and expanded Gordon Student Center opened in spring 2006. By far, the largest transformation on campus began with the long-awaited November 2005 groundbreaking of residence halls. Opening for the start of the 2006-2007 academic year, the residence halls will forever change the face of the campus and mark a significant turning point in the history of the college.

The curricula have been expanded from an original offering of eight programs to nearly 50; the faculty has grown to keep pace with enrollment; the original graduating class of 1962 numbered 177. Now, nearly 1,500 degrees are awarded annually. Enrollment has grown from the original 500 to nearly 13,000 students. More than 40,000 persons have graduated since 1964, and over half a million people have availed themselves of the college’s programs and services.

Dr. Casey Crabill is Onondaga Community College’s eighth President, leading Central New York’s second largest undergraduate college.

Prior to joining OCC, Dr. Crabill served from 2006 to 2013 as president of Raritan Valley Community College in New Jersey; as president of the College of the Redwoods in Eureka, California from 1999 to 2006; as acting president and dean of Learning and Student Development at Quinebaug Valley Community College in Danielson, Connecticut; and division chair for Academic Development and Learning Support at Dundalk Community College in Dundalk, Maryland.

Dr. Crabill received her B.A. in English from Skidmore College and an M.S. in Teaching English as a Second Language and an Ed.D. in Curriculum and Instruction, both from the State University of New York at Albany.

Scene & Herd ~ Reboot: A ReCap of Our Last Club Meeting

Anonymous Syracuse Rotarian

SEP 11 ~ Although a somber day in history, Syracuse Rotarians respectfully gathered again at Drumlins to do what they do best—service above self. Prez Bob led us in the pledge; PP Brad and PP Jim Morrow, with gusto, took us through God Bless America and PP Vern handled the invocation with typical aplomb and prayers of thanks for all we enjoy.

(No mike needed) Brad reminded us of our RCS scheduled Symphoria outing on October 10 and urged good attendance. He also told the golfers slated for tomorrow’s Matthew 25 tournament to be at the Orchard Vali course at 9 AM ready for action. That said, we sang happy birthday to PP Volker, Scott Kelso and Bob Pickett.

On the 50/50 Ray Leach drew unsuccessfully for the substitute Ace of Diamonds, leaving the $5 to our guest speaker Mike Massurin. Lots of happy dollars again today including: Jim Glad, happy about his daughter’s recent visit, Mike Massurin, happy to be with us, Mike Masci, happy that his kids are back in school and new member to be, Kevin Visconti, happy to be running again this weekend in a major race.

PP Brad introduced our most recent Community Service Award winners, Dom Cambareri and DeWitt Rotary PP, Dennis Cleary (his wife, Linda Cleary, in the current President of DeWitt Rotary) who have championed the new Carrier Recreation Center.

see FILM page 4
An Adult Illiteracy Crisis

When adults learn to read and write, they have the power to transform their lives.

from ProLiteracy - www.proliteracy.org

Why Literacy? Why not focus on world health? Or gender equality? Or poverty relief? To solve all of these socioeconomic problems and more, we must start by building a more literate adult population. Because when individuals the world over learn how to read, write, do basic math, and use computers, the more likely they are to lift themselves out of poverty, contribute to improved health care costs, and find and keep sustainable employment.

Some illiteracy statistics

The increase in annual health care costs in the United States due to low literacy skills is $230 billion. Patients with low literacy skills have a 50 percent increased risk of hospitalization. Crime, unemployment, and poverty are all linked to low literacy, too. The effects of low literacy cost the U.S. more than $225 billion each year in non-productivity in the workforce and loss of tax revenue due to unemployment. Individuals at the lowest level of literacy have a higher rate of unemployment than the national average - 14.5% in 2011.

In the U.S. today, there are 36 million adults who can't read better than the average 3rd grader. And without basic reading, writing, math, and computer skills, these Americans are struggling to find jobs, stay healthy, and support their families. 14% of those over 16 years old read at or below a fifth grade level, 29% only read at the eighth grade level, and among those with the lowest literacy rates, 43% live in poverty.

Eastwood Rotary at The Dome ~ Volunteers Needed

The Rotary Club of Eastwood will be at it again this Saturday at the Carrier Dome. Game time is 12:30 pm. If you are interested and would like to help the Eastwood Club at their concession stand Saturday, call the club's secretary, Anthony Lambert at 315-463-1292. There is always room for one more fun worker and the food is great! They will be there from 8:00 am until 5:00 pm and work in 6 hour shifts. All for a great cause!