

Kiwanis Tampa Club Weekly Alert

Monday, April 16, 2018

Hello Adam,

This Week's Program...

Carlo Franzblau with Turning the Tables on Illiteracy

Carlo Franzblau was born and raised in Tampa. He earned his BA in English and French Lit. from Harvard College and his MBA from Harvard Business School. After working for a variety of companies, including Paramount Pictures and American Express, Carlo joined his family's business, The Thompson Catalog Group located here in Tampa. After 10 years with the Thompson Group, Carlo began experimenting in software development, eventually creating a program to teach people to sing in tune. Unexpectedly, this "learn to sing" computer program turned out to help kids who were behind in reading.

In 2004, Carlo began a 7-year collaboration with leading literacy researchers at the University of South Florida's College of Education. Over that time he worked closely with Dr. Susan Homan who lead multiple research studies of the "singing approach" to reading remediation. Dr. Homan's studies documented gains of one full year in reading comprehension level after 3 months of program use. Groups of students that benefitted from this work included English Language Learners, At-Risk youth, Struggling Readers, and incarcerated youth.

Since the Fall of 2008, TUNE into READING, has been implemented in more than 1,000 schools across the US and abroad. More than 50,000 students have benefitted from the rapid and lasting reading gains that come usage of the program. In addition, Carlo's software has won the Tampa Bay Technology Forum's Innovation of the Year Award and the Wall Street Journal's Innovation of the Year Award (in the software category). Carlo is also the holder of 3 US patents on the software technology and design of the program.

Carlo's mission is to do everything in his power to increase the number and percent of elementary school children reading on grade level in our community.

This week's starting kitty is \$806.00

2018 Kiwanis Foundation Scholarship Golf Tournament this Friday, April 20, 2018 at Westchase Golf Club.

The tournament, which is a four-person scramble format, raises money for the Tampa Kiwanis Foundation, which awards scholarships to local students. Over the past decade, our club has awarded more than \$200,000 in scholarships for Hillsborough County high school students who plan to attend college in the fall. Last year, we were able to award \$24,000 in scholarships. This year, we hope to match or exceed that amount.

This week's Birthdays

Kara Keyes - April 19

John Riesenburger - April 21

This week's Anniverseries

Joe Tomaino - 4/19/76

42-year Member

Glenn Taylor - 4/20/1988

30-year Member

UPCOMING EVENTS

Apr. 20 Annual 2018 Golf
Tournament

Apr. 25 Kiwanian of the Year
Presentation

May 2 Dotti Groover Skipper with
Hillsborough County Human Trafficking
Update

May 9 Brett Dawson with Navy
Week

May 16 Tentative 2018 Scholarship
Program

View the calendar [here](#).

Learn More About Your Tampa Kiwanis Club!

[Tampa Club Board of Directors](#)

[Tampa Foundation Board of Directors](#)

[Tampa Club Committee Chairs](#)