



Robert Asaf

AUG 3, 1948 - SEP 29, 2023



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Robert “Bob” Richard Asaf Obituary

Robert Richard Asaf, known affectionately as Bob, passed away on September 29, 2023, at the age of 75

in Tyler, Texas. Born on August 3, 1948, in Houston, Texas, Bob brought joy and warmth to the lives of

those around him. His charismatic and loving personality was larger than life, evident in the broad smile

he shared with everyone he met. Bob had a unique ability to turn strangers into friends with his genuine and friendly nature.

Bob was preceded in death by: Mother Olivia Cantu Asaf, Father John Asaf II, Brother’s Alec, David, and

John III ,Sister’s Eva, Beatrice, and Mary.

Bob's family was his greatest source of joy and pride. He is survived by his loving wife, Lisa Godfrey-Asaf

of Tyler, Texas. Bob's children include daughter Laura Mudd of Houston, Texas, son Adam Asaf (Ingrid)

of Webster, Texas, Stepchildren he loved dearly - Jason Schroeder of Pearland, Texas, Cielisse Gibbs

(Larry) of Warren, Texas, Jessica Godfrey of Tyler, Texas, and Billy Godfrey II of Tyler, Texas, meant the

world to him. He was also a cherished brother to Betty Costancio (Sandy) of Houston, Texas.

In addition to his immediate family, Bob leaves behind nine precious grandchildren: Andrew, Alexandra,

Cameron, Hayden, Luke, Layne, Addison, Jude, and Grayson. These grandchildren were a constant

source of joy and happiness in his life. Numerous nieces, nephews, and cousins.



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Bob's educational journey began at Lamar High School in Houston Texas , and he furthered his studies at the University of Texas at Tyler. These educational experiences laid the foundation for his successful career.

Bob's early career saw him achieve remarkable milestones. He worked at Exxon Mobil from 1969 to 1972 and then at NASA-Johnson Space Center from 1972 to 1977. In 1977, he joined the Houston Independent School District. However, it was in 1979 that Bob found his true calling when he started working in sales for Dale Carnegie Training. His dedication and passion for effective communication and human relations led him to become a certified Instructor/trainer in 1994. Bob dedicated 44 years of his life to improving people's lives through Dale Carnegie Training. He excelled in "small town promotions" and worked as an Area Manager, collaborating with various franchises throughout the years. His most recent endeavor was with The Winner Institute - Dale Carnegie Training of Baton Rouge, Louisiana, where he trained leaders in the Golden Triangle, Southeast Texas (Beaumont, Texas area). Bob's life was one filled with love, laughter, and an unwavering commitment to bettering the lives of others no matter where he traveled. If you didn't talk about politics, you can rest assured that 99.9% of the time before your conversation was over that he would. His love for our great country was proudly on display. He liked the phrases "Let's Go Brandon" and "God Bless America". He will be deeply missed by his family, friends, and all who had the privilege of knowing him. May his soul rest in eternal peace.

Honorary Pallbearers are some of Bob's dearest and longest friends, either current or retired associates of Dale Carnegie Training: James (Jim) Winner, Tyler Winner, Ron Lowe, John "Big John" Jennings, Rick Jones, and Tom Kaletta.



Obituary

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Service Pall bearers : Hayden Lindsay, Jonathan Wright, Jaime Espin , Gerald Garcia, Christopher Martinez, Christopher Martinez, Jr.

Service - Arrangements:

South Park Funeral Home & Cemetery

1310 N. Main Street

Pearland, Texas 77581

Visitation/Viewing : Tuesday, October 10, 2023

5:00 – 8:00 pm

Chapel service:

Wednesday, October 11, 2023

1:00 pm

Burial immediately following service at the same address.






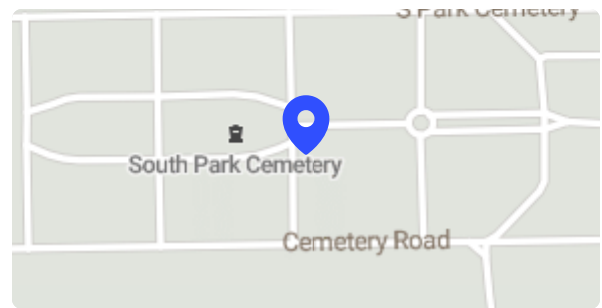
Events

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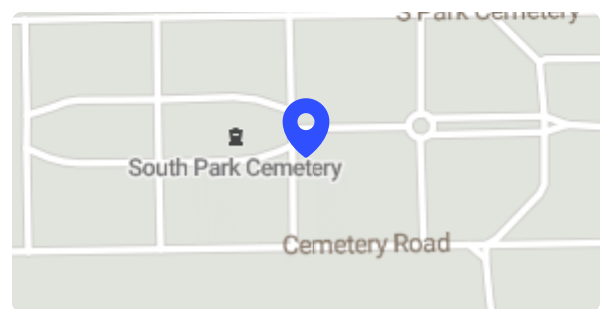
Visitation

-  **Tuesday**, October 10, 2023
-  5:00 PM - 8:00 PM CT
-  **South Park Chapel**
1310 North Main Street, Pearland TX 77581






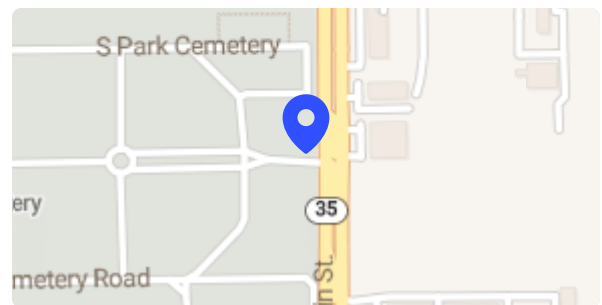
Funeral Service

-  **Wednesday**, October 11, 2023
-  1:00 PM - 2:00 PM CT
-  **South Park Chapel**
1310 North Main Street, Pearland TX 77581



Burial

-  **Wednesday**, October 11, 2023
-  2:00 PM - 2:30 PM CT
-  **South Park Cemetery**
1310 North Main Street, Pearland TX 77581





Tribute Wall

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Irene Tina posted:

It was always a pleasant surprise to run into Bob at a Carnegie function. He was warm, kind, had an infectious smile and made you feel like a million bucks when he saw you. Godspeed my friend, memory eternal 🙏.

October 17 at 1:16 PM



Wd Smith posted:

I met Bob at a Dale Carnegie training and we became fast friends and talked for several years following the class. We met for lunch once or twice and he always had that smile, positive outlook and he shared about family and faith. He will be missed and I know your loss is painful. Just know that he brought a lot of joy to everyone that knew him and became his friend. He will be missed.

October 13 at 6:48 AM



Daryl Perkins October 13 at 11:12 AM

Bob and I worked together in Texas. What a GREAT guy! As a Dale Carnegie Trainer, he was always focused on helping others and being better at his craft. He will be missed by me personally and by the world of Dale Carnegie Training. He was a gifted Trainer!



Ben Farmer posted:

I worked with Bob in Dallas with Dale Carnegie and remember a kind friend who exuded integrity and compassion. He and I have spoken through the years and he always offered a kind word and keen insight. I am shocked at his loss. My deepest condolences to the family and friends who are feeling this pain. Sleep well my friend. Ben Farmer

October 11 at 6:01 AM



John Serra posted:

I'm so sorry for your loss. I wish you peace and comfort as you grieve. Please accept our deepest condolences for your loss . May he rest in peace 🙏

October 10 at 10:43 AM



Tribute Wall

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Frederick S. planted a Memorial Tree in honor of Robert.

October 10 at 9:08 AM



Cj & Lynn Garcia sent a Simply Elegant Spathiphyllum to the Asaf family.

October 10 at 5:41 AM



Jim, Tyler, & Sue Winner & Sarah Pollard sent a Large Basket Garden to the Asaf family.

October 9 at 11:09 AM



Anonymous sent a Serene Reflections Bouquet to the Asaf family.

October 9 at 10:54 AM



Anonymous sent a Blue Caribbean Bouquet to the Asaf family.

October 5 at 7:38 PM



Anonymous sent a Beautiful in Blue to the Asaf family.

October 5 at 3:20 PM





Tribute Wall

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Anonymous sent a Beautiful in Blue to the Asaf family.



October 5 at 9:42 AM



Anonymous planted a Memorial Tree in honor of Robert.



October 5 at 9:42 AM



Ellen Gordon Oldfield posted:

Can't believe his wonderful energy has left us. Bob's dedication to keeping Dale Carnegie's dream alive was pure and complete. He was an inspiration to us all, and I will miss seeing he and Lisa on FB - my smile was always wider after reading the joy they shared. RIP Bob - we were all better for being part of your world, and I will miss you.

October 5 at 4:00 AM



Jean-Louis Van Doorne posted:

Sincere condolences to Lisa and Bob's family. Bob was such an amazing energetic person so dedicated to the Dale Carnegie mission. He impacted the life of many people. A very sad moment for the Dale Carnegie Family. Jean-louis Van Doorne

October 5 at 3:51 AM



Marianne Dahlgren posted:

Hey Bob....I know you must be flying with the angels 😊 You were a great Brother in law...my sister loved you so much ❤️ I love you too. May you find peace and rest high on that mountain..

October 5 at 1:01 AM



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Lisa Godfrey sent a virtual gift in honor of Robert.

My love ❤️❤️

October 4 at 4:04 PM



Linda Musquiz Armenta October 9 at 12:28 PM

To Asaf family, so sorry for your loss. May all the memories your shared with him be in your hearts forever. God blessfrom Musquiz family.



Tom Kaletta October 5 at 3:29 AM

Our memory of Bob will be that he always did his best to be at his best. His love for the Dale Carnegie philosophy was a driving force in his life and Bob always was respected of it. A good man indeed and he will be missed.TOM KALETTA in St. Louis



Memories only last if you share them

Join us in honoring Robert by contributing to a collection of shared memories.



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