



## Local Author Hosts Hesed House Benefit Red carpet gala/food drive celebrates launch of 'From the Barrio to the Board Room'.

05 Mar 2008 | 12:47 PM ET

AURORA, Ill., March 5, 2008 /PRNewswire via COMTEX/ -- Robert Renteria has spent most of his life overcoming personal challenges. Now he wants to help others achieve the same. The Latino author of *From the Barrio to the Board Room* is celebrating the publication of his life story and hosting an event that will benefit Hesed House. This non-profit organization in Aurora is helping to end homelessness, one person, one family at a time through a variety of programs.

On Friday, April 25, The Barrio Book Launch will take place at Long Island Sound in Aurora. Renteria is asking the community to support Hesed House's efforts through donations of non-perishable food items. He will be signing copies of his new book, published by Writers of the Round Table Press, in Buffalo Grove, IL.

"I know what it's like to go without the comforts that most people take for granted," says Renteria, who grew up in the East Los Angeles barrio. "I wrote my book to inspire other people to rise above their challenges by making better choices." The Barrio Book Launch will also celebrate the Latino culture. Corey Blake, Chairman of the Dream of Writers of the Round Table, says the red carpet event will feature a mariachi band, Latin dancers, and artists who will be painting scenes of the festivities during the evening. The original artwork will be sold in a Silent Auction at the Barrio Book Launch along with products donated by local businesses; all proceeds from the Silent Auction will benefit Hesed House.

Blake says *From the Barrio to the Board Room* delivers a riveting story.

"Robert's message is so compelling. I was honored that he selected our company as his partner to both develop and publish this personal and inspiring message." *From the Barrio to the Board Room* tells the story of Renteria's rise from poverty. At the age of three, he was abandoned by his father, a heroin-addicted alcoholic who later died in a halfway house on skid row. Renteria, who once slept in a dresser drawer as a child, had a near-fatal accident at age six, and spent three years of recovery in a school for handicapped and physically disabled children. As a misguided youth, he ran with teenagers who were involved in various gangs. He sold and used various drugs, and was shot at and even stabbed. After serving his country in the U.S. Army for over seven years, Renteria later battled racial discrimination in the corporate workplace.

Today, he is co-founder and executive vice president of WashPro USA, a successful distribution company in Westchester, IL, that helps individuals establish and operate profitable coin laundry businesses. Although his book is just being published, the word has already spread. He has become a sought-after speaker in the community and has been profiled in major media, including local television, *La Raza*, Chicago's leading Hispanic newspaper, *The Beacon News of Aurora*, and will be featured in the upcoming issue of *Hispanic Executive Quarterly*.

For more information about The Barrio Book Launch visit <http://www.fromthebarrio.com> or contact Sue Publicover at [sue@writersoftheroundtable.com](mailto:sue@writersoftheroundtable.com).

Media Contact:  
Sue Publicover  
207.752.4802

[sue@writersoftheroundtable.com](mailto:sue@writersoftheroundtable.com) SOURCE Writers of the Round Table Press URL: <http://www.writersoftheroundtable.com>