

FOR IMMEDIATE RELEASE

Latino Author Elected to the Aurora Hispanic Chamber of Commerce (AHCC) to Give back “To those who helped me get there.”

Robert Renteria uses *From the Barrio to the Board Room* to reach out to his community on a wide-scale basis.

(Chicago, IL, 11/8/2007) "Don't let where you came from dictate who you are, but let it be part of who you become." These are the words of Robert Renteria, who today is Executive Vice President/Co-Founder of WashPro USA", recently served as Chairman and President of the IPSO USA Distribution Council, and was just elected to sit on the Board of Directors of the Aurora Hispanic Chamber of Commerce, but who spent his infancy sleeping in a chester drawer, in a one room, bachelor apartment, in East L.A.

This is a man who works with people who need a break, who takes their hand and shows them how to get out of the proverbial gutter, how to have the kind of life he has. His book, *From the Barrio to the Board Room* is his way of reaching out to all the people he can't meet personally. It's smart, practical self-help advice wrapped up in the exciting and inspiring story of his journey literally *From the Barrio to the Board Room*. Only someone who actually came from the streets, someone who knows the specific obstacles that they face, can show them how to clear their path. The book drives home the point that there's nothing that the Latino community, or anyone for that matter, can't do if they put their mind to it.

And now, with the book coming out this Christmas of 2007, Robert is taking aggressive steps towards getting his message into the hands of those who need it most, the Latino youth of our country.

"We must truly believe in ourselves regardless of our background, economic position, our language, length of our hair or the color of our skin. It comes down to the core values my mother taught me: "Familia" (Family) and "Orgullo" (Pride)"

Robert holds nothing back in his book and in his work with our youth. From his time spent dealing with drugs and in gangs fighting with knives and guns, to the death of his estranged father; who died a lonely, alcoholic drug addict in a dingy halfway house on skid row, at only 38 years old; Robert pours his heart and soul out so these kids know that he really does understand what they deal with every day.

Robert does not offer a cookie-cutter, step-by-step approach to our nation's youth. He's a "light the fire under your pants" businessman that helps kids who hear him to look deep within themselves to find the courage, imagination, belief, answers and direction they need in their lives.

Many Latinos have already found the direction. Go to any city across the U.S. and you will find that there are more entrepreneurs, high-level corporate executives, and Hispanic-owned businesses than ever before. But our children still need more positive role models and Robert is dedicating his life and his time to doing his part.

From the Barrio to the Board Room, co-authored by Corey Blake, President of Writers of the Round Table, will be released by Christmas 2007.

To order your own copy of *From the Barrio to the Board Room*, please log onto www.fromthebarrio.com. For those interested in ordering larger numbers of copies for their schools, or to schedule an interview with Robert Renteria, please contact Corey Blake, (847) 682-3493 , corey@writersoftheroundtable.com.

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