

*Robert has been a resident of Port St. Lucie since 1989.*

*He is originally from New York and his parents are from Santurce, Puerto Rico. His motivation for success was inspired by the love of his family. His dear mother, Maria though a young widow and mother of three, helped instill in Robert a sense of caring and perseverance. In addition, the love of his brother, Henry helped set the foundation for his work with the youth. And above all, his dedication to his lovely daughters, Melissa and Natalie and grandsons Xavier and Gabriel will always energize him to strive to work for the future of our community. Since his arrival on the Treasure Coast, he has pursued his lifelong traditions - hard work, music, cultural identity and community involvement.*

*Although he has worked for FedEx for 24 years, he has pursued other projects. He helped organize the National Puerto Rican/Hispanic Empowerment Summit, held in Orlando in 2004 among whose guests were Betty Castor and Mel Martinez. He was on the Board of the Puerto Rican Democratic Caucus. In 2002, he received a Mayor's Certificate of Appreciation from the Mayor of Port St. Lucie Robert Minsky for his commitment to the community. Robert was elected by the St. Lucie County Commissioners to sit on the Board of the St. Lucie County Cultural Affairs Council. He has worked with other organizations such as: the Fort Pierce Jazz and Blues Society Mardi Gras and Zora Fest committees. Driven by his passion for music and his desire to bring joy to his community, Robert has been the emcee, host and musical director of two radio shows: Latin Express on 101.3 Coast FM and Salsa Express on WIRA 1400 AM. Robert also enjoys his involvement with new talent as a mentor in their entry process in the music industry.*

*Since the creation in 2004 of the Puerto Rican Association for Hispanic Affairs, Inc, he successfully executed the Annual San Juan Festival and Business Expo. With the attendance at these events at approximately 4,000, expectations are high for other events. They were very successful and both the City of Port St. Lucie and St. Lucie County sponsored these family-oriented events. As president of the Puerto Rican Association for Hispanic Affairs, Inc., Robert continues to be involved in the creation and implementation of cultural and educational events, as well as providing entertainment for the community. His efforts in establishing scholarships for the Hispanic youth, has earned this organization the President's Award from Indian River State College – honor indeed.*

*In 2007, Robert was the Executive Producer of the documentary of Zora Neale Hurston "That's Livin'!. He is the Co-Founder of the Treasure Coast International Film Festival. And most recently, he is the Co-Producer of the docu-drama "City of Dreams" based on the history of the City of Port St Lucie. It will be released in 2011.*

*His commitment and dedication to serving the community are expressed in the projects the organization has for the future.*