

Contact: Valerie Biel, publicist
Email: LostLakePress@gmail.com
Phone: 608-235-1966 (call or text)

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HenschelHAUS Publishing Releases John Torinus Memoir

“Straight Talk from the Heartland: An Entrepreneur’s Memoir” is not your typical memoir. Not only is it a compelling overview of a life well lived, it’s also an interesting historical perspective on business in Wisconsin—particularly the rise and fall of the newspaper industry and emerging start-up ventures.

It’s clear that John Torinus, Jr. was often in the role of change agent. Frequently, that meant starting a new business or fixing a broken organization in either the for-profit or non-profit worlds. Torinus says that “he loves assembling a team of what he calls ‘wizards’ in different disciplines, shaping a strategy, and then turning them loose to achieve success.”

Throughout the memoir, Torinus is candid about both his personal and professional life, documenting the losses amidst the wins along his entrepreneurial journey. Nevertheless, John says, “It was a fun ride.” And he goes on to joke that the title probably should have been, “Everything I Learned About Business, I Learned by Screwing Up.”

Torinus is the owner and chairman of Serigraph Inc., a 500-person Wisconsin manufacturing company, which once operated plants in the United States, Mexico, China, and India. He has dug deep into a wide range of public policy issues pivotal to the health of the U.S. economy. His essays and commentary are grounded in experience in the real world. He is non-partisan, pragmatic and offers non-partisan solutions from a ground level perspective in every piece he writes. In addition to his memoir and a family history, he has written two books on getting out-of-control health costs under control at self-insured entities.

His experience includes 20 years as a business editor and columnist; a leveraged buyout of his manufacturing company; 20 years as its CEO; founder of three startup ventures; angel investor in 15 other startups; director of several dozen companies; a Congressional Fellowship; and three years as U.S. Marine officer. Torinus graduated from Yale in Industrial Administration and holds a master’s degree in International Relations from the University of Stockholm.

“Straight Talk from the Heartland” can be purchased at all online retailers or ordered through your favorite bookstore or directly from the publisher, [HenschelHAUS](https://henschelhaus.com). To learn more about Torinus and his books go to <https://johntorinus.com/>.

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