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City awards Bronx-based moving outfit

The president of a Bronx-based moving company has been selected by New York City as winner of the first Hispanic Heritage Business Award.

Hiram Rodriguez, president of La Rosa del Monte Express Inc., will be feted on Sept. 14 at Gracie Mansion for his achievements as a business and community leader.

Mr. Rodriguez started La Rosa in 1968 with a secondhand truck. He incorporated in 1970.

The company today serves seven markets across the nation as well markets in the Caribbean. It is the only Hispanic moving company licensed to operate in all 50 states by the U.S. Interstate Commerce Commission.

La Rosa employs 160 people. Its sales volume is \$8.3 million.

Mr. Rodriguez is also a founder, shareholder and member of the board of New York National Bank and a founding director of the National Hispanic Business Group. The award, part of the Office of Business Development's outreach program to the Hispanic business community, was given to coincide with the city's declaration of September as Hispanic Heritage Month.

The city solicited nominations for the award from government groups and the mayor's Hispanic Business Advisory Board. To be considered, companies had to be 51% Hispanic-owned, have a minimum sales volume of \$500,000, pay city taxes and have a history of community involvement.

The process elicited 22 nominations. The final selection was made by Mayor Edward I. Koch and Deputy Mayor Alair A. Townsend. □ **CNYB**