

METRO

BRONX REPORT

His dream comes true

When he came to the Bronx from his native Puerto Rico, 40-year-old Hiram Rodriguez said he "just wanted to live the American dream—to own my own business and provide for my family."

Today, Rodriguez is to receive the city's first-ever Hispanic Heritage Business Award, to be presented by Mayor Koch at a reception at Gracie Mansion commemorating Hispanic Heritage Week.



Hiram Rodriguez

Rodriguez is president of La Rosa del Monte Express Inc., a moving and storage business at 1135 Tiffany St., near Southern Blvd. and Westchester Ave. Since 1970, he has operated his company in the South Bronx, with branches in Puerto Rico, Miami and Chicago, employing more than

160 persons and operating 60 vehicles.

Married and the father of four children, with one more on the way, Rodriguez said that he started the business in 1970, after gaining experience in another moving company in the Bronx from 1967 to 1968. After work, he attended Mercy College's Bronx campus.

"I always wanted something for myself," he said. "New York City and the Bronx offered me that opportunity."

His main business is moving families to and from New York and Puerto Rico.

The award, announced by Commissioner Gary Kesner of the city's Office of Business Development and Deputy Mayor Alair Townsend, recognizes Rodriguez's accomplishments and achievements as one of the city outstanding Hispanic entrepreneurs. Kesner said, "Rodriguez and his company symbolize the success of the Hispanic business community and the health of the overall business climate in New York City."

Townsend said, "Growing businesses such as La Rosa del Monte Express are what the city's economic development efforts are all about—thriving companies throughout the five boroughs."

Rodriguez said that he feels very happy that someone "finally is recognizing my efforts and hard work. It could be an example for others to follow."

— John Lewis