

Robert Roldan

Robert Roldan is from New York and his parents are from Santurce, Puerto Rico. He studied at the Music Academy of Harlem. He has worked for FedEx for 19 years. A resident of Port St. Lucie since 1989, he maintains his lifelong traditions, his music, and his cultural identity.

Among his accomplishments as Vice President of United Third Bridge, a civil rights organization was the organizing of the National Puerto Rican/Hispanic Empowerment Summit, held in Orlando among whose guests were Betty Castor and Mel Martinez. Further, Robert organized the First and Second Annual San Juan Festivals in Port St. Lucie. They were very successful and both the City of Port St. Lucie and St. Lucie County sponsored these family-oriented events.

With the creation of the new organization, the Puerto Rican Association for Hispanic Affairs, Inc, he successfully executed the San Juan Festival and Business Expo on June 2005. With the attendance at approximately 4,000, expectations are high for other events. He was on the board of the Puerto Rican Democratic Caucus and was Vice-Chairman of the PR Chamber of Commerce of Florida.

Driven by his passion for music and his desire to bring joy to his community, Robert started Salsa Express Productions, his own event production company in the Treasure Coast. He was 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. 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 also sits on the Board of the Spanish American Community Club. He also works with other organizations and sits on the Mardi Gras and Zora Fest committees.

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