
◀ HISPANIC HERITAGE MONTH ▶

At RNDC, we offer an inclusive and strong family culture that respects the diversity of our associates and business partners. From September 15 – October 15, we will highlight our Hispanic colleagues who have a story to tell about their Hispanic Heritage.

Name: Reace Smith
Title: VP Corporate Communications
Location: Grand Prairie, Texas
Date of Hire: July 2020



What traditions or elements of your heritage make you most proud?

I love the focus on family. In my book, family also means good food. My parents are from El Salvador and I'm a huge fan of pupusas and our version of quesadilla (a cake product, not what you buy at Taco Bell.)

What does “Adelante” mean to you?

Keep going. Don't let things stop you. Move forward.

What advice would you give someone who is attempting to move forward in the face of adversity or challenges?

Half the battle is showing up. Each step you take toward your goal, regardless of how small, is a step forward. The person slowly walking around the block is moving faster than the one on the couch.

Tell us about a person who has helped you move forward in your life/career? I'm

first-generation American. My parents assimilated to the American culture, but there were still expectations for a first-born daughter. As a kid I had a hard time

reconciling the family expectations and my goals as an individual. My uncle married a wonderful woman, Tia Merie, who is Cuban-American. She had a fantastic career as a trainer at American Airlines and was always my biggest supporter as I pursued my goals. She showed me a strong Hispanic woman could both have a family and a great career. To this day she is my biggest cheerleader, always encouraging me to aim higher.

Looking forward, what vision do you have for your future and how is your culture part of that vision?

My two kids, Timothy and Helena, have a glimpse into my culture through our family interactions, but it's not always part of our day-to-day experience. I dream of going to El Salvador for the first time with my husband and kids. We have so much family there and I hope I have the chance to take them while they still want to travel with Mom and Dad. We all need to experience the culture first-hand in my parents' native country. Maybe they'll improve their Spanish while we're at it.

