
◀ 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: Bryce Gonzales
Title: Area Manager Wine Division
Location: Denver, Colorado
Date of Hire: February 2015



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

Family: the value placed on family is of utmost importance. This pertains to immediate family, extended family and adopted family. I've never been around more loving people. Pride: growing up we were taught to be proud of our Mexican heritage. To take pride in everything that we do, and to make our family proud. These elements have been the core of my compass in life. Hard work: being a part of such a hard-working people is a tremendous inspiration and taught me that anything can be achieved if you are willing to apply yourself.

Passion: witnessing a people who are so passionate about so many things, love, family, food, music and art is truly infectious. This passionate nature drives everything about who we are and ties all the above elements together.

What does “Adelante” mean to you?

Adelante in application is progress. As long as we are focused on progress, we will achieve it in all areas of life.

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

Be proud of who you are, embrace and apply your unique strengths in pursuit of progress. Ask questions and be willing to listen. Surround yourself with people you respect. Never stop learning and never give up. If you work hard enough in each of these areas anything is possible in any area of life.

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

My Dad. While everything I have noted has been modeled by many people across my family, he has been the epitome of how the application of each of those principals will allow you to achieve anything you are willing to apply yourself to.

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

My vision for the future is continued progress mentally, spiritually and emotionally for myself, my family, my friends and my career. The character traits that have been taught to me through the lens of my culture will continue to be a compass to my success in each of these areas.

