
◀ 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: Richard Chavez
Title: Express Store Manager
Location: Fresno, California



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

There are two Mexican traditions that I enjoyed growing up and still enjoy to this day. The first is The Day of The Dead, which we celebrate every year by building a small altar for our loved ones who have passed away with offerings, such as their favorite dish or drink. The second is “Posadas”. It is a Mexican tradition that begins December 16 through 24. During this celebration people dress up and re-enact Mary and Joseph’s quest for shelter before the birth of Jesus. In Mexico, during these nine days people walk down the streets and are greeted with food, hot fruit punch, piñatas and candies. It is a tradition that I hope to share with my kids one day like my parents did with my brothers and me.

What does “Adelante” mean to you?

For me “Adelante” means to move forward; don’t let the past weigh you down.

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

To look forward, “Mira hacia Adelante,” to the bigger picture as hard times don’t last forever.

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

For me, that would be my parents. They always pushed me hard to be a better version of them and taught me work how important a good ethic is to succeed in life.

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

To continue to grow within RNDC/Young's Market Company and someday have my own sales team.

