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Why is Hispanic Heritage Month (HHM) important to you?

It's a way for us to stop and reflect on our heritage for a moment. During this month, we get to honor the more than 62 million Hispanics and Latinx people within our communities and celebrate the contributions we have made over the years. We are not just Mexican, Cuban or Puerto Rican. We are collectively Hispanic/Latinx but offer diversity within diversity, representing over 20 countries. It makes me proud to know that RNDC recognizes HHM and values It's Hispanic/Latinx associates.

What would you like our RNDC family to know about you? Briefly tell us your story – personal and/or professional?



I was born in Chihuahua, Chihuahua Mexico. A large city in the northern most state in Mexico. My family lived in one of the oldest homes in the Jose Marie Mari neighborhood. It was such a safe place at the time that at four-years-old I was allowed to pick up fresh tortillas for dinner at the torteria around the corner and visit the placita on my own. WOW!

We moved to the US when I was still four and we were fortunate to live in very diverse neighborhoods that allowed me to experience different cultures and perspectives even at a young age. To this day I love learning about new cultures and have come to realize that even though we may look and sound different, we have more in common than we think.





Why is having the VIDA Associate Resource Group important and why did you volunteer to be one of the group leaders?

VIDA stands for visualizing inclusion and diversity for all associates. I believe diversity isn't a box we check; it's a competitive advantage and necessary for a business to thrive in a tight market. We have a most valuable resource in our people who have a perspective unique to this demographic and a knowledge of

our industry, which combined makes us a valuable asset. My goal is to leverage our diversity to benefit the bottom line and make inclusion a game-changing strategy.

