







Rosie Rivera

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FAVORITE QUOTE OR MANTRA

“Motivation gets
you started; habit
keeps you going.”



EMPLOYEE VOICES

To help commemorate National Hispanic Heritage Month, we're sharing profiles featuring the members of this community between September 15-October 15. Today, we invite you to hear from **Rosie Rivera** from our **Claims Counsel** team and learn how her heritage has influenced her life and insurance industry career.

Why is Hispanic Heritage Month important to you?

Hispanic Heritage Month is important to me as it allows recognition to a diverse culture community in the US, with many generations who have contributed so much to our country's history.


Personally, as a Mexican American, the celebration kicks off at a perfect time on September 15, which is the eve of Mexican Independence Day, a day that is often confused with Cinco de Mayo, which has become a more popular date in the States. Celebrating Hispanic Heritage Month in the same month as Mexican Independence Day allows a spotlight on this historical day, while educating us on its real significance.

Hispanics represent 19% of the U.S. population, yet only 12%* of those working in our industry. Do you have any suggestions for making our sector more representative of our national demographics?

I listen to Spanish TV and radio stations regularly, and often hear plaintiff law firm ads that negatively position our industry. Unfortunately, some people then think that insurance is not a welcoming place for Hispanic job seekers. So it's important for those of us working in insurance to help dispel those impressions and create confidence in the benefits of building a career in this industry.

Our industry could be marketed more, on an encouraging level, especially in colleges with high Hispanic enrollment, allowing insight of promising career paths with mentors/support and describing the different types of

*Bureau of Labor Statistics data



career opportunities available. The insurance industry could also offer targeted educational initiatives to help students meet its standards.

This year's NHHM Heritage Month theme is "Prosperity, Power & Progress." How does this theme speak to you?

After saying the three words in my mind, I can't think of a better theme to describe my own family's experience coming to the States and assimilating into American culture. However, the word that stands out the most to me is "Progress."

My mother, father and two oldest sisters came to the US from Mexico in the late 60s, with a goal of seeking all three: Prosperity, Power and Progress. Despite financial struggles and obstacles within culture capital, they never showed any signs of inability to accomplish what was ahead. With their amazing work ethic, every day, was progress. Today they own a home and reside in a beautiful California town that is 20% Hispanic. A long road traveled to achieve the best for their growing family.

Do you have a favorite quote or mantra that you live by?

"Motivation gets you started; habit keeps you going."