

Passion with a Purpose



Name: Sidrid Rivera

Location: Davie, FL

Age: 35

Years selling: 6

What she sells: Sidrid is a Consultant for PartyLite, offering a wide range of candles, accessories and home fragrance products through in-home parties.

What she's learned about herself: Sidrid says she has grown by getting to know her roots and culture. "I can really show that by being a Latina, and by being a business owner, we in our culture can do better for ourselves."

Why she got involved: "I wanted to do something different I could call my own," she said. She adds that the freedom to make choices for herself and her family are very important to her. For example, she was able to help her sister and nephew move closer to her.

How she has grown personally: "First, I have overcome the challenge of believing others and moved to believing in myself." She adds, "I have a hunger for wanting to share with Latina women that they can enjoy life. Life can be what you want it to be. Latina women are about that — it's the family."

Her advice for others: "The best way for you to predict your future is for you to create it," Sidrid says. "You have to be strong about it. Latina women are very passionate about that they believe in. Be passionate about what you want and make it happen for yourself."