



Cesar's Retirement Party, Mira Loma – Miriam Diaz, Ramon Cazares, Cesar Zamora, Cindy Mendez, Cassie Nevins

Cesar Zamora — A Journey of Integrity, Growth, and Gratitude

Cesar Zamora was born and raised in the humble town of San Buena Ventura, Jalisco, where life moved slowly and values ran deep. He grew up in a ranch-style home without electronics or modern comforts but with something far more valuable, parents who instilled in him honesty, hard work, and humility.

In 1985, Cesar made a life-changing decision: he moved to America with one simple goal, to work hard and build a better life. His first job was in the fields, cutting grapes under the California sun. For two years, he labored with quiet determination, never losing sight of the future he was building.

From Catcher to Production Manager

In 1987, Cesar began what would become a lifelong journey. He joined Pioneer, a small company of just five people at the time, as a catcher. There were no departments or divisions, everyone pitched in wherever needed. When Fleenor acquired Pioneer on March 30, 2010, Cesar stayed on, becoming a cornerstone of the Mira Loma plant's operations. Over the years, he watched the company grow from a small operation into the structured, thriving organization it is today. Cesar's career reflects resilience and adaptability.

From catcher, he learned to operate a forklift. He rose to become a leader, and ultimately, Production Manager. One of his biggest challenges was adapting to new technologies after coming from a world without computers. But Cesar didn't give up. He pushed through, learned, and proved that nothing is impossible, today, he works confidently with the very tools he once feared.

Mentorship and Family Values

A key figure in Cesar's growth was Richard Manookin, who believed in him deeply. Richard didn't just guide Cesar professionally, he challenged him to see his own potential and supported him through personal milestones, including the births of his children. When Cesar's wife, Rosa, his partner of 35 years, needed support at home, Richard made sure Cesar could be there. Family has always come first for Cesar.

Cesar is the proud father of three sons and the grandfather of four grandsons, a family of strong, hardworking boys who are his pride and joy. His leadership style mirrors the principles he was raised with honesty, trust, and leading by example. He wants his team to believe in him not just as a manager, but as someone who genuinely cares.

A Legacy of Gratitude

Cesar often says, "Everything I have is thanks to Fleenor." He is grateful for the life he has built, his home in the U.S., his house in Mexico, and his family's stability. He credits much of his professional growth to advice from colleague Ramon Cazares, who once told him:

"Always believe in yourself. Never say no. Try, even if you're unsure. Never say, 'I can't do that.'"

Today, Cesar continues to live by the values he learned in Jalisco. Through every role he's held, he's shown that with integrity, hard work, and belief in yourself, anything is possible.

Written by: Miriam Diaz and Cassie Nevins
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