



Ruben M. Rivera

May 28, 1960 - June 6, 2026

Ruben M. Rivera, 66 of Kearney passed away Saturday, June 6, 2026 at CHI Good Samaritan Hospital in Kearney. Memorial services will be 2:00 p.m. Thursday, June 11, 2026 at O'Brien Straatmann Redinger Funeral Home in Kearney.

In lieu of flowers, memorials are suggested to the family for future designation. Condolences may be shared online at www.osrfh.com. Services are entrusted to O'Brien Straatmann Redinger Funeral and Cremation Services.

Ruben was born May 28, 1960 in Kearney to Jesse Rivera Sr. and Lupe Rivera. He was raised in Kearney and attended Kearney High School. He worked very hard to build his business, Sierra Auto Sales, which he owned and operated for over 36 years. Ruben was married to Debra Novak and the couple was blessed with three children. Ruben enjoyed camping, fishing, boating and snow skiing. He will be remembered for his sense of humor and his joke telling personality. Ruben loved his family, especially his children and grandchildren.

Left to cherish his memory are his children, Travis Rivera, Sierra Rivera, and Jessi Flores all of Kearney; grandchildren, Jacob, Dominic, and Arijana, and Sergio, all of Kearney; siblings, Otila Diaz of Harlingen, TX, Jesse Rivera Jr of Omaha, Alex VanWinkle of Gold Canyon, AZ, Art Rivera of Gold Canyon, AZ,

Linda Hutchinson of Omaha, Fred Rivera of Colorado Springs, CO, John Rivera of Wahoo, NE, and Tom Rivera of Omaha; as well as many nieces, nephews, extended family and friends.

He was preceded in death by his parents; and brother, Bob Rivera.

Previous Events

Memorial Service

JUN 11. 2:00 PM (CT)

O'Brien Straatmann Redinger Funeral Homes and Cremations

4115 Ave N

Kearney, NE 68847

(308) 234-3500

info@osrfh.com

<https://www.osrfh.com>

Tribute Wall



“ O'Brien Straatmann Redinger Funeral Home created a Tribute Video in memory of Ruben M. Rivera



O'Brien Straatmann Redinger Funeral Homes and Cremations - June 11 at 04:28 PM

ED

“ I would see Reuben occasionally when I go to Kearney. I was happy to see him at my Dads 100 th birthday. All the cousins got together then all had a great time. He will be missed. Our deepest condolences, may Loving memories bring you comfort and may time bring you peace.
Esther & Ernesto Maes

esther DeLaTorre-Maes - June 10 at 06:36 PM

JR

“ Jessica Rivera-Mueller lit a candle in memory of Ruben M. Rivera



Jessica Rivera-Mueller - June 10 at 10:03 AM

RZ

“ I still can't believe my friend Ruben has been taking from us so soon. I have so many memories from back in the day. He was there for me when I was going through a tough time many years ago. Thank you. So blessed to have known him and his entire family. Some great memories are when we would cruise the streets of Kearney in his Corvette with the T-tops off and party at the Fireside Inn and the Back Lot Dance Club. Our road trip to the Gulf to deliver a trailer load of boats for Buzz's Marine was Awesome. He was so excited to go to Texas. We even hit the bar "Gilleys Night Club" while in Pasadena. His character and personality was very Special and will be missed.
RIP my friend. Enjoy Cruising the heavens above jamming to Bob Seger! Until we meet again. 🙏
Love you Buddy.

Rockie Zalesky - June 09 at 10:59 PM

JR

“ Jessica Rivera-Mueller lit a candle in memory of Ruben M. Rivera



Jessica Rivera-Mueller - June 09 at 07:38 PM



“ Peaceful White Lilies Basket was purchased for the family of Ruben M. Rivera.



June 09 at 09:04 AM

JH

“*Ruben first skiing in Colorado I, he went flying down the hill could not slow down and wiped out at the bottom. He was not hurt and right back up to the top of the slope. Jim Hutchinson*

James Albert Hutchinson - June 08 at 06:24 PM

VI

“*Ruben was a light to anyone he met for sure. I truly believe he was one of the Lords Angels down here on earth. Ruben my dear friend you will be missed dearly my friend!! Thank you for all of the Wonderful memories and times we had together over the years bro! God speed* 🕊

Vic - June 08 at 05:51 PM

SR

“*I had the pleasure of knowing Ruben through his grandson Sergio who is friends with my grandson. It was very evident that he cared for Sergio very much. He dedicated himself to raising him and from that position raised a fine young man. Ruben, you will be missed very much by all that know you! See you on the other side! I pray God bestow all His blessings upon you .*



Sylvia Redwine - June 08 at 03:30 PM