



Keith A. Rivera

May 6, 1952 - January 19, 2021

Keith Allen Rivera was born May 6, 1952, in Las Vegas, Nevada, and passed from this life on January 19, 2021, at his home at Brasada Ranch in Powell Butte, Oregon.

Keith grew up in Las Vegas, and attended Las Vegas High School. While there he became an accomplished guitarist, and gained renown as a football player. Keith graduated from Las Vegas High School in 1970. His prowess at football gained Keith many scholarship opportunities, and he chose to attend Brigham Young University (BYU), playing first for head Coach Tommy Hudspeth, and then for the legendary Coach LaVell Edwards.

During Keith's football career at Brigham Young University, the school won its first WAC championship in 1974, with Keith as an integral part of the team at Defensive End. Keith was widely credited by his teammates as saving the 1974 season with a players-only locker room speech, when the team started the season 0-3, after which the team finished the season 6-0-1.

Keith was later named to the 15-Year All-Western Athletic Conference All Star Team, and was named as one of the 50 Greatest Players at BYU since 1953. Keith was drafted by the NFL Detroit Lions, but chose not to pursue professional football.

During Keith's time at BYU, he was baptized a member of The Church of Jesus Christ of Latter-Day Saints. He married Vicki (Victoria) Lynn Rencher in the Provo Utah Temple in 1975.

After gaining experience in business and management, Keith moved to Anchorage, Alaska, and joined the firm of Dean, Witter Reynolds (now Morgan Stanley) as a financial advisor. Applying his formidable skills of hard work, dedication, and energy, Keith was one of the first in the financial world to travel into the Alaska wilderness by bush plane and dog sled to call on the Native Corporations to assist them in investing their funds. He was very successful in his effort, laying the foundation for a life-long career as a wealth manager.

Keith attended the Wharton School of Finance and was awarded the Certified Investment Management Analyst ® (CIMA) designation.

Keith later moved to Union Bank of Switzerland (UBS), where he advised individuals, families, and businesses until his untimely passing, operating out of the Bend, Oregon, office.

Keith served as the Chairman for "Operation Santa Claus," and was a Board member for the KIDS center. He was a former Chairman of the Center for Economic Research and Forecasting (CERF).

Keith brought the same capacity for hard work, attention to detail and commitment to excellence from his work to his leisure activities. He became an accomplished horseman. He was a dedicated and excellent amateur golfer, playing out of his home course at Brasada Ranch. He loved his dogs.

Keith's defining characteristic was his interest in and desire to communicate with other people. He loved to talk to anyone he met, any time he met them,

anywhere he met them. He leaves behind countless friends and acquaintances, all of whom will miss him. For the last several years, Keith enjoyed attending the Shilo Ranch Church at Brasada Ranch.

Keith is survived by his wife of 45 years, Victoria (Rencher), Rivera, and his brother and sister-in-law, Lyle and Timbuck Rivera, and brothers Ron Rivera and Shawn Rivera, brother-in-law and sister-in-law Guy and Meadena Rencher, and brother-in-law and sister-in-law Pete and Linda Rencher.

Interment will be a private graveside service at the Redmond Memorial Cemetery, Redmond Oregon, on Tuesday, January 26. A celebration of Keith's life for family and friends will be held at a later date, due to the current pandemic conditions.

A suggested charity for contributions in lieu of flowers will be announced when Keith's celebration of life is scheduled.

Arrangements Entrusted To: Redmond Memorial Chapel
541.548.3219

Tribute Wall



“ 0 file added to the tribute wall

Redmond Memorial Chapel - July 12, 2023 at 02:26 PM

JC

“ So sorry to hear of Keith's passing. Saw the Detroit Lions on tv and thought of him. Our condolences to his wife and family. Larry and Joan Chichenoff-Ouzinkie, Alaska

Joan Chichenoff - January 09, 2022 at 12:00 AM

TC

“ Keith A. Rivera

Terri Cichosz - May 20, 2021 at 12:00 AM

TC

“ Victoria, I am so very sorry to hear of Keith's passing. I can't even begin to imagine. All I ever remember is how happy and friendly the two of you were together.

Terri Cichosz - May 20, 2021 at 12:00 AM

PC

“ Keith was the 1st person we met when we moved to Brasada. He stopped by as my husband was shoveling our driveway and offered to snow blow the driveway. He spend over an hour making sure our driveway was cleared. Keith never missed an opportunity to stop and talk when he was driving by as we were out walking. His friendly sprit and kind gestures will never be forgotten. We send our thoughts and prayers, Victoria.

Pam and Jim Curley - February 08, 2021 at 12:00 AM

TS

“ Keith was one of the nicest people I knew. He was always interested in others, and enjoyed learning as much as he could, about everything. RIP my friend.

Tom Soper - February 07, 2021 at 12:00 AM

SR

“ Victoria, our thoughts and prayers are with you and your family during this difficult time. We are truly sorry for your loss. From Ron and Sean Rivera



Shawn Rivera - January 29, 2021 at 12:00 AM

RG

“ Rest In Peace Keith ❤️🙏 We miss you! Richard & Sally

Richard Grant - January 28, 2021 at 12:00 AM

RF

“ Rest in eternal peace Keith.

Randy and Lisa Fisher - January 27, 2021 at 12:00 AM

RG

“ Another fabulous Christmas party at the Rivera's!

Richard and Sally Grant - January 27, 2021 at 12:00 AM

SC

“ We send you thoughts of comfort.

SGA CPAs - January 26, 2021 at 12:00 AM

GM

“ Keith A. Rivera

Gerhard Grieser MD - January 26, 2021 at 12:00 AM

GM

“ Keith and Victoria loved to entertain in their home. Here is Keith with his "buddies" on New Year's Eve.

Gerhard Grieser MD - January 26, 2021 at 12:00 AM