

1 A MEMORIAL

2 REMEMBERING AND HONORING ROBERTO V. ESTRADA, A MESILLA VALLEY
3 ICON.

4
5 WHEREAS, Roberto V. Estrada, a Mesilla valley icon,
6 passed away on August 28, 2021; and

7 WHEREAS, Roberto was born to Apolonio Estrada and Rosa
8 Valencia in Mesilla on April 26, 1937; and

9 WHEREAS, Roberto began pressing corn tortillas at age
10 fifteen and graduated from Las Cruces high school in 1957;
11 and

12 WHEREAS, Roberto started La Bonita Mexican foods in
13 1968, New Mexico foods in 1977 and Roberto's Mexican foods in
14 1987; and

15 WHEREAS, one of Roberto's favorite pastimes included
16 hosting the "coffee club" at his restaurant for many years,
17 where he enjoyed discussions on many subjects and laughed
18 with his "chunky-Dales" who are now left to mourn his
19 passing; and

20 WHEREAS, Roberto was a generous and caring man who
21 supported many major community events and helped many
22 families, whether it was with his time or his food; and

23 WHEREAS, Roberto was generous with his donations to
24 assist the knights of Columbus fund-raising efforts; and

25 WHEREAS, Roberto started the whole enchilada festival,

1 which gained international attention and was named one of the
2 strangest food festivals in America by USA Today in 2015,
3 which was the last year of the festival; and

4 WHEREAS, Roberto's world-renowned enchilada, which
5 measured more than ten feet in diameter, included more than
6 one thousand pounds of ingredients; and

7 WHEREAS, on October 8, 2000, Roberto was issued a
8 certificate of verification by the Guinness Book of World
9 Records certifying "the largest three-layered flat
10 enchilada"; and

11 WHEREAS, in 2000, Roberto was instrumental in the sister
12 city exchanges between La Mesilla, New Mexico, and La
13 Ascension, Chihuahua, Mexico; and

14 WHEREAS, Roberto received many awards and recognition as
15 an outstanding citizen of Mesilla, an outstanding citizen of
16 the city of Las Cruces, the southern New Mexico citizen of
17 the year and the Hispano chamber of commerce outstanding
18 citizen of the year, and he was named to the Hispano chamber
19 of commerce hall of fame; and

20 WHEREAS, Roberto was named the Hispanic philanthropist
21 of the year by the southern New Mexico philanthropist
22 society, and the knights of Columbus' Roberto G. Gamboa
23 council 9527 awarded Roberto the "amigo of the year" award on
24 October 26, 2010; and

25 WHEREAS, Roberto was recognized by the United States

1 senate for his contributions to New Mexico and by the New
2 Mexico senate for his community involvement and dedication to
3 the residents of New Mexico; and

4 WHEREAS, Roberto's food was enjoyed and served during
5 New Mexico legislative sessions, as well as many other
6 events; and

7 WHEREAS, Roberto has been described as kind and
8 respectful to everyone he met, and empathetic and sympathetic
9 to those less fortunate and those who were dealing with
10 hardship; and

11 WHEREAS, Roberto loved his community, his employees, his
12 work and his dog, Brutus, but most of all, he loved his
13 family; and

14 WHEREAS, Roberto was most proud of his children, Ronnie,
15 Chris and Yvette; and

16 WHEREAS, Roberto is survived by his sons, Ronald
17 "Ronnie" Estrada and his wife, Patsy, and Chris Estrada and
18 his wife, Patsy; and his daughter, Yvette Estrada and her
19 companion, Raul Gonzalez; and

20 WHEREAS, Roberto is also survived by his wife and long-
21 time friend of many years, Sylvia Estrada; his brothers,
22 Ernesto, Jimmy and Charlie and his wife, Nellie Estrada; his
23 sister, Victoria Hallford and her husband, Kent; and twelve
24 grandchildren, thirteen great-grandchildren and three great-
25 great-grandchildren;

1 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF
 2 REPRESENTATIVES OF THE STATE OF NEW MEXICO that Roberto V.
 3 Estrada, a Mesilla valley icon, be remembered and honored for
 4 his exemplary life; and

5 BE IT FURTHER RESOLVED that copies of this memorial be
 6 transmitted to the family of Roberto V. Estrada._____

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 20
- 21
- 22
- 23
- 24
- 25