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HOUSE MEMORIAL 31

**55TH LEGISLATURE - STATE OF NEW MEXICO - SECOND SESSION, 2022**

INTRODUCED BY

Doreen Y. Gallegos and Angelica Rubio and Raymundo Lara and  
Joanne J. Ferrary

A MEMORIAL

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

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

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

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

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

WHEREAS, one of Roberto's favorite pastimes included  
hosting the "coffee club" at his restaurant for many years,  
where he enjoyed discussions on many subjects and laughed with

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1 his "chunky-Dales" who are now left to mourn his passing; and

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

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

7 WHEREAS, Roberto started the whole enchilada festival,  
8 which gained international attention and was named one of the  
9 strangest food festivals in America by USA Today in 2015, which  
10 was the last year of the festival; and

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

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

18 WHEREAS, in 2000, Roberto was instrumental in the sister  
19 city exchanges between La Mesilla, New Mexico, and La  
20 Ascension, Chihuahua, Mexico; and

21 WHEREAS, Roberto received many awards and recognition as  
22 an outstanding citizen of Mesilla, an outstanding citizen of  
23 the city of Las Cruces, the southern New Mexico citizen of the  
24 year and the Hispano chamber of commerce outstanding citizen of  
25 the year, and he was named to the Hispano chamber of commerce

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1 hall of fame; and

2 WHEREAS, Roberto was named the Hispanic philanthropist of  
3 the year by the southern New Mexico philanthropist society, and  
4 the knights of Columbus' Roberto G. Gamboa council 9527 awarded  
5 Roberto the "amigo of the year" award on October 26, 2010; and

6 WHEREAS, Roberto was recognized by the United States  
7 senate for his contributions to New Mexico and by the New  
8 Mexico senate for his community involvement and dedication to  
9 the residents of New Mexico; and

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

12 WHEREAS, Roberto has been described as kind and respectful  
13 to everyone he met, and empathetic and sympathetic to those  
14 less fortunate and those who were dealing with hardship; and

15 WHEREAS, Roberto loved his community, his employees, his  
16 work and his dog, Brutus, but most of all, he loved his family;  
17 and

18 WHEREAS, Roberto was most proud of his children, Ronnie,  
19 Chris and Yvette; and

20 WHEREAS, Roberto is survived by his sons, Ronald "Ronnie"  
21 Estrada and his wife, Patsy, and Chris Estrada and his wife,  
22 Patsy; and his daughter, Yvette Estrada and her companion, Raul  
23 Gonzalez; and

24 WHEREAS, Roberto is also survived by his wife and long-  
25 time friend of many years, Sylvia Estrada; his brothers,

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1 Ernesto, Jimmy and Charlie and his wife, Nellie Estrada; his  
2 sister, Victoria Hallford and her husband, Kent; and twelve  
3 grandchildren, thirteen great-grandchildren and three great-  
4 great-grandchildren;

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

9 BE IT FURTHER RESOLVED that copies of this memorial be  
10 transmitted to the family of Roberto V. Estrada.

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