



2025 Community Honoree - Delia Heredia

Inspiration behind La Verne Walk of Honor

Delia Heredia was the smile of downtown La Verne. She seemed to be everyone's friend. She greeted everyone with a smile and before long it grew to a hug. Everyone knew Delia. She owned Delia's "Beauty and Barber" on 3rd Street for 22 years, starting in 1999. Customers came from as far away as San Diego and Central California to get their hair cut by Delia. Her smile and personality were a magnet nobody ever forgot.

Delia was involved in everything downtown. Any event, ceremony, or presentation to anyone, she was there. As an important part of the downtown, Delia was committed to doing more than her part to make it the best it could be. She served on the board of the Downtown Improvement District and was very involved in the La Verne Chamber of Commerce.

Delia, as a single mother, raised 3 daughters, with all receiving college educations. She was very committed to her girls in the same way she was involved and committed to her City.

Sadly, Delia died way too early, at age 57, after a second bout with cancer in 2021.

But did she have to be forgotten? It became a resounding NO. The idea of not forgetting Delia, coupled with the additional idea of honoring others who have contributed to increasing the quality of life in La Verne, led to discussions and the formulation of a plan. The City of La Verne, endorsed the idea completely. A committee was formed of individuals who have been involved in different aspects in the City of La Verne for years, and La Verne Walk of Honor began taking shape. The first 10 honorees were unveiled in a ceremony in December of 2025, with Delia having the honor of having the first plaque.

No, Delia is not forgotten, but losing her led to a program of honoring others, just like Delia, who loved and contributed to a higher quality of life in La Verne.