



## 2025 Community Honoree - Delia Heredia

Delia Heredia immigrated to the United States in 1991 from Culiacán Sinaloa and enrolled in cosmetology school eventually obtaining her cosmetology and barber license.

While raising three girls, Delia worked up to six days a week in order to save money with the hope of one day owning her own business. In 1999 Delia heard that the owner of, at that time, the only barbershop located in downtown La Verne, was thinking of selling his business, she contacted him and came to an agreement to purchase the barbershop.

After purchasing the shop, Delia renamed the business "Delia's Beauty and Barber", and proudly opened the doors for business in 1999. Delia owned the business for 22 years during which time she amassed a following of faithful customers many who travelled from as far away as San Diego and central California to get haircuts.

Delia always had a smile and a positive outlook on life which endeared her to her customers many of who had several generations pass through her doors. Through the years Delia was a steadfast figure in the Old Town La Verne Business Improvement District and served on their board participating in many of the events that benefited the downtown businesses.

Delia was loved by her customers due to her friendly personality and was sought after by family members who asked her to cut the hair of elderly family members who were bedridden or in the hospital obliging them often by doing it on her days off. Delia was a business owner and home owner in La Verne until her death from a second bout with cancer on November 14, 2021.