



Loretta Darlene Rosas

March 30, 1953 - October 29, 2025

Loretta Darlene Rosas (Haub), Mama Lo, Grandma Lo, a beloved matriarch whose life was defined by tenacious love and an unwavering spirit, faced her final months with the same grace and quiet strength. After bravely coping with prolonged health conditions, her body gave all it could, yet her spirit remained undefeated until the very end. She peacefully surrendered her beautiful soul on October 29, 2025, at the age of 72, in the comforting embrace of her home.

Born in Santa Clara and raised in Sonoma County, she was a devoted fan, with lifelong loyalty to the Bay Area's major teams: the 49ers, Warriors, and SF Giants. She was a proud alumna of Santa Rosa High School, where she enthusiastically participated in Drill Team, before earning her Associate of Arts degree from Santa Rosa Junior College. Through her years she was the life of the party always dancing the night away. You could always catch her on the softball field or the bocce ball court.

Her professional journey was a vibrant mosaic, as beautifully layered and dynamic as her personality. She dedicated her time throughout the years to the Healdsburg Boys & Girls Club, sharing her boundless energy as a cheer coach for the Healdsburg Bulldogs. She dedicated over a decade of grace and commitment to Santa Rosa Junior College.

Her remarkable administrative path led her through diverse roles, touching

KBBF 89.1 FM (the first bilingual radio station in Santa Rosa), PG&E including the Geysers, at the corporate office in San Francisco, and then Diablo Canyon Power Plant in Pismo Beach, HENNAC (Hispanic Engineers National Achievement Awards Conference) in Los Angeles, and serving for the Sho-Ka-Wah Casino and gaming commission. She carried her wisdom into leadership roles, serving for the Hopland Band of Pomo Indians, and last contributing her many talents to the Healdsburg Jazz Festival. She was a dedicated advocate for marginalized communities and devoted her time to helping others in need. May her legacy live on in the lives she touched.

In her season of retirement, she wholeheartedly embraced her most important role: the ultimate cheerleader. She found immeasurable joy, and made her presence known, rooting on her cherished grandchildren and grandnieces & nephews at countless sporting events. Carrying a beautiful spark of wonder, her creative heart blossomed through meticulously crafted holiday ornaments and Cricut custom-printed shirts, while her quiet joy was found in the cozy charm of the Hallmark Channel and the ever-present festive glow of Christmas.

Loretta's lasting gift of love is carried on by her brothers, Bill Haub (Jan) and Robert Haub; her devoted children, Felicitas Rosas (Michelle), Gabe Aguilar (Sarah), Jason Haub, and Alysia Mackey. She is also survived by the grandchildren she lovingly raised as her own: Jordan, Kaylani, Kashaun, and Antwone, in addition to Elijah, Trey, and Nataliyah, and her sweet great-grandchild, Amore. Her light shines on in the hearts of her nieces and nephews: Joseph (Jamie), Justin (Rubi), and Sean (Robin). She was reunited in grace with her parents, Juanita and Arlington Haub, & her beautiful sister Barbara Haub, who all preceded her.

Loretta's unconditional love and giving soul, her tenacious wit, and her creative heart will be deeply and eternally missed by all who had the privilege

of knowing her. We will strive to embody her kindness and live as fiercely as her spirit. Until then we look for signs from her and find peace that she can watch over us all.

A Celebration of Loretta's Life will be held on December 6, 2025, from 11:00 a.m. to 4:00p.m. at Healdsburg Recreation Park, located at 515 Piper St., Healdsburg, California 95448.

If you are unable to make it in person to share in her remembrance, please raise a bottle of Corona or Racer Five in her honor.

Previous Events

Celebration of Life

DEC 6. 11:00 AM - 4:00 PM (PT)

Healdsburg Recreation Park
515 Piper St
Healdsburg, CA 95448