



Romulo ("Bobby") Guerra Villegas

September 21, 1940 - September 3, 2021

Romulo ("Bobby") Guerra Villegas was born on September 21, 1940 in Silver City, N.M. to Romulo Martinez Villegas and Basilia ("Mima") Guerra Villegas. He grew up poor but always felt rich because he was taught by his parents to play music and sing songs at a young age, which fueled his lifetime passion for music. Romulo Sr. worked in the mines and died from silicosis when Bobby was young. Bobby had to work in the onion fields with Mima to make ends meet. He was troubled by how badly Hispanics were treated in the fields. Life was difficult but Mima taught him a strong work ethic and that he was a valuable gift from God. Most importantly she taught him to never let the "gringo" mistreat him or believe that he was anything less. Bobby became an advocate for the Hispanic community and the little person who needed a voice. He was admittedly bad in school but had a knack for finance. After high school and his military service, he found a job working in finance in Las Cruces (imagine trying to collect car payments in Juarez) when he met Jerry Pritchard who asked him to set up the finance department for a new Chevrolet dealership in Roswell. Jerry told him that he could leave once the finance department was set up. Bobby never left because he learned to love Roswell so much. He continued his passion for music, specifically boleros, when heard his calling to be a mariachi. He met Isidore ("Izzy") Gutierrez and formed the duo Canela and entertained the Roswell area for many years. The holiday parties and celebrations at Bobby's house were unparalleled. He went on to play music with Gilbert Licon and completed his musical journey with his

“daughter” Blacita Herrera. Blacita and his son-in-law Chris were by his side and played Las Mananitas for him before he took his last breath.

Bobby’s list of community service accomplishments transcend five decades.

You can walk into his Farmers office and see the wall to wall history of his contributions. Most notably, he was the founding father of the Roswell Hispano Chamber of Commerce, Pinatafest, and SOY Mariachi. He was a community activist often times labeled a “rabble rouser” and “racist” for promoting Hispanic causes. He embraced his role as a lightning rod for social causes and knew that change was never easy. He wanted acknowledgement for Hispanic historical contributions to Roswell and tried to get Hispanics on every board and political position possible. He believed the cultural makeup of government should reflect the population it represents. He had a penchant for writing unedited letters (despite our best efforts at editing them) to the Roswell Daily Record and wallowed in the responses. He quietly fortified his advocacy by helping anyone and everyone who asked for it. He was proudest of his reputation for helping strangers and those in need. He believed there was no greater calling in life than serving others in your community.

Bobby’s keen business sense led him to open the LOF shop on North Main so his children could develop a work ethic. He had an epiphany after his teenagers wrecked multiple vehicles and saw the value in selling auto insurance when he opened up Farmers Insurance Group in 1986. He had a sharp wit and comedic timing that made him the center of attention wherever he went. His Farmers family, Jose, Sandra, Leslie, and Edubina enriched his life working side by side with him and laughing at all of his jokes, even the bad ones. He was a successful businessman with the help of others and wanted to thank everyone that helped him along the way.

Bobby loved adventures and was an avid runner and hiker. He traveled the world looking for the next adventure and trekked Alaska, Spain, Africa, China, Peru, Nepal, and basked in the sun and sand of the U.S. Virgin Islands. His greatest adventure was in the recesses of his mind meditating at the golf course pond with Papitas by his side. He had a very personal relationship with

God and claimed to personally know Marcus Aurelius, Plato, Socrates, Aristotle, and the Dali Lama through his meditation. He didn't want to just live life. He wanted to live an authentic one.

Those that are left behind to continue his legacy of love are Irene Villegas (his wife and lifetime partner), children Veronica Rodriguez (Chris, Daniel, and Brianna (Matt)), Adam Villegas (Cheree, Brittany, Brandon, Brady), Gabriel Villegas (Madel, Diego, and Isabel), Romo Villegas (LaDawn and Dominic), Matthew Villegas, and great grandchildren Janiyah, Jaelyn, Josiah, Khaleesi, and Brooklynn. He was an unconventional loving father, husband, grandfather, and great grandfather. Special thanks to Roberta and Andrew for their help in his final moments of life.

There are no public services planned at this time due to COVID. He would want us to encourage everyone to get vaccinated. We talked with Bobby about celebrating his life with a gran fiesta starting at St. John's with mariachis and other community leaders and political muckety mucks from around the state. He scrapped that idea and instead wanted the people of Roswell to celebrate by taking up a social cause or community service to help others in need. In lieu of gifts or donations, please donate your time to a cause important to you and make this world a better place before you are called home.

Tribute Wall



“ *Romulo ("Bobby") Guerra Villegas*

December 29, 2022 at 05:26 PM



“ *Lourdes Vega lit a candle in memory of Romulo ("Bobby") Guerra Villegas*



Lourdes Vega - September 23, 2021 at 11:10 AM



Our sincere condolences and prayers, Bobby was a great man and an inspiration to many in this community. Dios lo tenga en su santa Gloria.

Lourdes Vega - September 23, 2021 at 11:14 AM



“ *Thoughts and prayers to the Villegas Family!!*

Bobby will be missed throughout this community.... May his Legacy live on and sweet memories cherished eternally.

Sincerest blessings,

Ralph and Amy Tellez



Amy McVay Tellez - September 15, 2021 at 12:31 AM

LD

“ Dearest Villegas Family, Our thoughts and prayers are with you during this difficult time. Your father was an inspiration to all who knew him and a pioneer for our community. He touched countless lives and encouraged everyone to stand up for what they believed in. He was an absolute joy to be around and his passion for his cultural was empowering. Thank you for sharing him with us for all of these years and his many contributions will live on through the legacy of his children and grandchildren. May God Bless You All,
Kameron and Laurie (Jerge) Dudek

Laurie Dudek - September 14, 2021 at 05:03 PM

DV

“ He will certainly be missed... such a great man, good heart, kind and caring individual who led by example-he was a true leader. My thoughts and prayers are with the family. God Bless, Diane Ventura

Diane Ventura - September 13, 2021 at 06:43 PM

RA

“ Our sincere and deepest condolences to Irene and the family. Bobby and I were neighbors in Las Cruces on Amador Street. I admired him very much and used to stand outside his home as he rehearsed music with the musical group the "Saints." I also had the privilege of working together with Bobby in the "Knightsmen" musical group along with Sonny Trevino, Johnny Trujillo, Orlando Samaniego, and Jaime Lucero. One of the finest groups in the whole state of New Mexico at the time. Perhaps some day, I will again play music with Bobby, but for a celestial audience. Peace and comfort to the family.
Goodbye
my brother. Rudy & Gloria Apodaca

Rudy F Apodaca - September 12, 2021 at 09:40 PM

VP

“ *What a beautiful human being you were Bobby. What a tremendous loss to this earth. Rest easy now. We are thinking of you Renie, boys, Veronica and all the family, friends and community. Sending our deepest condolences and love to you all. Rest In Peace Bobby. Forever in our hearts--the Trujillo Family (MaryLou, Velinda, Paul, Larry and Yvette).*

Velinda Pearson - September 10, 2021 at 12:47 PM

EG

“ *Renie and family: Ernie and I are very sorry for your great loss. Our thoughts and prayers are with you. Condolences from our family.*

Ernie & Vicky Garcia - September 09, 2021 at 06:48 PM

KC

“ *So very sorry to hear of your loss. Ed and I pray for your family at this time of grief. May God give you peace as you grow close to each other.*

Kathy Cook - September 09, 2021 at 12:00 PM

BR

“ *Thank you Mr. Villegas for everything you did on earth, your mission was not easy but we are honoured by all the inspiration you gave to all ! You will always be remembered.*



Bea Rodriguez - September 08, 2021 at 01:10 PM

MA

“ To Sweet Irene and her family.

Bobby was a wonderful man. Mike and I are heartbroken to hear of the loss of Bobby.

I can still see Bobby and Gilbert in our backyard serenading our guests during our daughter's rehearsal dinner the night before her wedding. Their talent was great and we had family and friends from all over including all the way from Alaska who raved about their performance and what their talent brought to our evening together celebrating the wedding day to come. Even the following day our neighbors dropped by or peaked out their front doors to tell us how much they enjoyed the music the night before. Bobby and Irene were there for us to help in any way when Mike was running for school board. They were our friends and had our backs.

Those memories you must have will give you peace one day hopefully sooner rather than later. He was a remarkable man and he will be missed greatly and his impact on the community will be missed as well.

With love and condolences.

Mike and Dianne Alber

Mike and Dianne Alber - September 08, 2021 at 12:57 PM

NV

“ Thank you for always having open door chair and be asked how are you meja?



nicole Vargas - September 07, 2021 at 07:55 PM



“ Sorry for your loss. Praying for you and your family



Georgia Basinger - September 07, 2021 at 05:48 PM



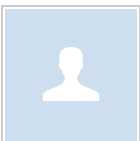
“ Irene, I'm so sorry for your loss. The last time I saw Bobby, he was playing at a local restaurant. He came to our table for just a minute to say hello. Kind of him. He will be missed. You and your family are in my thoughts and prayers. --Beth Madsen

Beth Madsen - September 07, 2021 at 03:22 PM



“ Irene and family, may Bobby rest in peace. I remember years ago , Steve , Izzy and Bobby surprised me with the mananitas song for my birthday! It was such a special feeling! I'm sure they had many if not so many times they did that for so many people. They were a good local talent. I miss those days. Bobby was such a funny man and brought joy to a room when he entered it. My prayers are with you all.

Lupe Morales (Reyes) - September 07, 2021 at 02:40 PM



“ Simply Elegant Spathiphyllum was purchased for the family of Romulo ("Bobby") Guerra Villegas.



September 07, 2021 at 09:54 AM

AL

“ Se nos fue, se nos fue...un héroe de nuestro valle! Bobby, I know you're still with us "in spirit"; therefore, I wish to share a story with you comrade in arms. The first "elected" female governor of the state of Texas, the late Ann Richards, was once asked in an interview that had she known she was going to be a "one-term" governor, what would she have done "differently?" She replied, "Oh, that's easy! I would have raised more hell!" Well, we don't know if there's life after death or whether or not this is the only life we'll live, but you lived it like it was a "one-term" affair...and raised hell you did for many great causes! The late Congressman John Lewis would be proud of all the "good trouble" you caused! I wish to reassure you and those you leave behind that your legacy will not be forgotten and that your efforts weren't in vain. From one "rabble-rouser" to another...I salute you! Y que viva la evolución de nuestro pueblo!

Aldo - September 07, 2021 at 12:56 AM

JM

“ Our condolences to Bobby and his family., Bobby was a true friend and confidante. He was well accomplished businessman, musician and well liked by his peers and impacted the community of Roswell like no other. He was instrumental creating and founded the Hispano Chamber of Commerce as well as several other Hispanic organizations. Bobby Villagas will certainly be missed by all those he touched and those that loved him! I will miss his enthusiasm, his magnificent smile and most of all, his narrative charisma. He was truly one of the “Greatest Of All Time”
Roswell will miss you, my friend!

Jerry and Linda Martinez
Albuquerque

Jerry Martinez - September 06, 2021 at 10:53 AM

RG

“ Condolences to the family. The earth will never be the same. Heaven just got brighter and happier sounding...

Ralph Green - September 06, 2021 at 09:52 AM

GR

“ What a beautiful story of a life well-lived. Adam, Cheree, and family, we send our heartfelt condolences, love, and prayers during this time. May the peace of the holy spirit comfort all of you.
Richard, Trina, and Seth Griego



Griego - September 05, 2021 at 10:35 PM

TM

“ Irene so sorry to have heard of Bobby's passing he was a good friend and competitor in the insurance business he will greatly be missed both Janie and myself offer our condolences to you and your family God bless you!

Tony Mendoza - September 05, 2021 at 08:44 PM

IF

“ MS. Irene, so sorry for your loss, you two were awesome together, REST IN PEACE MR, BOBBY, 🙏



Irma Dutchover and family - September 05, 2021 at 04:06 PM

RV

“ *My deepest sympathies to you, Irene and the rest of Bobby's family. I know he has traded in his Pimentel for a Harp to play for God, or maybe he's playing with Izzy again. I have lost a true friend.*



Richard Vigil - September 05, 2021 at 02:49 PM


Bernice
Martinez

“ *Our sincerest condolences to the entire Villegas family. Bobby was d at such a wonderful and giving man who did so much for the entire community, Hispanic or not! He was so proud of our ladies club, Las Chismosas (of which Irene was a member) that he wrote a beautiful song for us. He sang it for us at one of our get-togethers at his home and it brought tears to our eyes. Thank you, Bobby from the bottom of our hearts. Rest In Peace our most precious friend❤️
❤️ Irene, please know that we will be there for you in this most difficult time and know that he was loved by many, many people*

Bernice Martinez - September 05, 2021 at 11:41 AM

GL

“ *Bobby may you rest in peace. We worked together at Jerry Pritchard Chev and Bobby was a wonderful person and a pleasure to be around. You will be missed by all.
Grant Lee Dallas TX.*

Grant Lee - September 05, 2021 at 11:30 AM

EP

“ *My thoughts and prayers go out to Irene and the kids. I know that the great life Bobby led and the respect he earned from so many will bring peace and comfort to you.*

Eddie Phillips - September 05, 2021 at 10:52 AM

EQ

“ *With a heavy, saddened heart to hear about Mr. Viellgas passing. He definitely had a heart of gold, you will be greatly missed mr. viellgas.*

*Sending my most sincere condolences and prayers to the Viellgas family
Elizabeth Quintero*



elizabeth quintero - September 04, 2021 at 11:04 PM

FC

“ *We are saddened to learn of Bobby's passing. He was a community leader who gained the love and respect of many people. He always supported me when I was campaigning for state representative and always brought a smile to my face with a funny song or joke. He leaves behind an incomparable legacy. May he rest in eternal peace. Our sincere condolences to Irene, his children, and his many, many friends. Frank and Barbara Casey*

Frank & Barbara Casey - September 04, 2021 at 08:15 PM

AB

“ bobby was a very special person to my husband Bill Bunch and me as we were married in his and Irene's house on November 10, 1990 as they lived a few houses form us. He was also so gracious, loving and caring person.....it was hard not to love him. He also did the eulogy for Bill when he passed away on February 25,2020. Again he was a very special friend to both of us as well as the rest of his family and his wife Irene. RIP my friend....estas con dios me amigo.

Angela L Bunch - September 04, 2021 at 07:06 PM

AL

“ Bobby was one of my first bosses. I worked for him at Farmers, during a time when my mother was diagnosed with cancer and had to go out of town for treatments. I was maybe 19 years old. He was extremely supportive and caring. Even bought my and my sibilings a turkey for Thanksgiving since my parents were out of town for treatments. He was always positive and encouraged me to further my education to be successful. You will be missed Bobby. Sing for my Mama when you see her. ❤️

Angela Lucero-Horton - September 04, 2021 at 05:36 PM

PG

“ Prayers of peaceful comfort surround the familia Villegas. Bobby's presence will be missed but the legacy he leaves will live on forever. Descansa en Paz Señor Villegas



Pat Guajaca-Kuemmerle - September 04, 2021 at 05:33 PM