



Alicia E. Rocha

April 7, 1943 - December 29, 2024

It is with profound sadness that we announce the passing of Alicia Esparza Rocha, age 81, on December 29, 2024. A beloved wife, mother, grandmother, sister, and friend, Alicia left this world peacefully, surrounded by her cherished family.

Born on April 7, 1943, in San Antonio, Texas, Alicia was the oldest of 13 siblings, embodying a nurturing spirit and strong sense of responsibility from an early age. She was married to her devoted husband, Rudy Rocha, with whom she shared a loving partnership for 55 years. Together, they built a beautiful family, creating a life filled with laughter, love, and cherished memories.

Alicia was the proud owner of A&R Floral Designs, where her passion for floral artistry blossomed into a thriving business that served the community for over 30 years. The flower shop bloomed in to a worldwide business, partnering with FTD (Florists' Transworld Delivery) and AFS (American Floral Services). Alicia's creativity and eye for detail made her arrangements not just beautiful but also a reflection of her bright and passionate spirit. Alicia had a special way of making every occasion memorable, and her ingenuity and innovation in floral designs became a staple for weddings, celebrations, and heartfelt gestures throughout the community.

Alicia was a passionate traveler who, alongside her husband, Rudy, explored the beauty of the world. Together, they created countless unforgettable stories to tell, from the bustling streets of Europe, Mexico, Canada, Hawaii, and many locations throughout the United States, to various cruises around the world. Their love for adventure was evident in every journey they took, often accompanied by their family and friends. All were fortunate enough to share in the joy of discovering new cultures, cuisines, and landscapes together.

Her adventurous spirit and zest for life inspired those around her. Whether she was hiking through the mountains of Monterrey, Mexico, savoring local delicacies or collecting souvenirs from distant lands, Alicia approached every experience with an open heart and a curious mind. She believed that travel was not just about the destinations but about the connections made with people and places along the way.

Alicia was a devoted mother to her two sons, Ronald and Ryan, who carry on her legacy of love and kindness. She was also a loving mother-in-law to her daughters-in-law's, Sonia Alvarado Rocha and Mindy S. Rocha, who cherished her guidance and support. Alicia was a proud grandmother to her six grandchildren: Ashley, Jackie, Gabriella, Nick, Nathan, and Gaven. Each grandchild held a special place in her heart, and she created countless cherished memories with them, filling their lives with love, laughter, and wisdom.

In addition to her husband, Rudy, and her sons, Ronald and Ryan, Alicia is survived by her siblings: Mary Lou (Felix) Garcia, Dalia (Jim) Franz, Delia (Tom) Finley, Diana (Arthur) Dolt, Elida A. Esparza (deceased), Estella (Earnest) Sanchez, Esther (Richard) Betancourt, Emma A. Esparza (deceased), Irma (David) Munoz, Manuel (Margarita) Esparza, Jesse (Diana) Esparza, and Moses A. Esparza, who will forever cherish the bond they shared with their dear sister. They will always remember her for her loving

spirit and the special moments they shared together.

In a heartfelt tribute, the siblings honor Alicia as a remarkable figure who played multiple pivotal roles in their lives. Remembered not only as a beloved sister, she embodied the qualities of a nurturing mother, offering wisdom and guidance during challenging times. Her unwavering support and encouragement were instrumental in shaping her sibling's personal and professional journey.

As an employer and business educator, she fostered a work environment that valued collaboration and growth. Her leadership style inspired those around her, creating a sense of family within the workplace. She was not just a boss; she was a mentor who took the time to nurture talent and empower her employees and her role as a business educator. She shared her knowledge and experience with others, passionately imparting lessons that went beyond textbooks. She believed in the importance of practical learning and was dedicated to equipping aspiring professionals with the skills they needed to succeed. Alicia partnered with Highlands High School to have students work as a part-time employee and receive school credit. The students learned the floral business, business in-general, sales, computer literacy, communicate with customers, phone etiquette, cashiering, designing floral arrangements and the dreaded cleaning of the flower buckets.

Through her mentorship, she touched the lives of many, guiding them with her insight and compassion. Her legacy lives on in the countless individuals she inspired, nurtured, and empowered. This tribute serves as a reminder of her profound impact and the love that continues to resonate in the hearts of those she left behind.

A celebration of Alicia 's life will be held on January 9 and 10, 2025, at Mission

Park South. Family and friends are invited to come together to honor and remember Alicia, sharing stories and memories that reflect the beautiful impact she had on all of our lives.

Alicia Esparza Rocha's legacy of love, creativity, and kindness will continue to bloom in the hearts of all who knew her. She will be remembered not only for her beautiful floral arrangements but for the beauty she brought to the lives of everyone around her.

Cemetery Details

Holy Cross Catholic Cemetery

17501 Nacogdoches Rd
San Antonio, TX 78266

Previous Events

Visitation

JAN 9. 5:00 PM - 8:00 PM (CT)

Mission Park Funeral Chapels South, Cemeteries & Crematories
1700 SE Military Dr
San Antonio, TX 78214
(210) 924-4242
<https://www.missionparks.com/>

Rosary

JAN 9. 6:30 PM (CT)

Mission Park Funeral Chapels South, Cemeteries & Crematories
1700 SE Military Dr
San Antonio, TX 78214
(210) 924-4242
<https://www.missionparks.com/>

Funeral Mass

JAN 10. 12:00 PM (CT)

St. Margaret Mary Catholic Church
1314 Fair Ave
San Antonio, TX 78223

Tribute Wall

LF

“ Love, The Erb Family purchased the Pink Potpourri Bouquet for the family of Alicia E. Rocha.



Love, The Erb Family - January 09, 2025 at 03:49 PM

DJ

“ Doctor Tracy Canter, Leadership and JISD purchased the Divine Peace Bouquet for the family of Alicia E. Rocha.



Doctor Tracy Canter, Leadership and JISD - January 09, 2025 at 03:27 PM

OB

“ Our deepest sympathy, Al Liza & Benjamin purchased the Simply Elegant Spathiphyllum for the family of Alicia E. Rocha.



Our deepest sympathy, Al Liza & Benjamin - January 08, 2025 at 10:42 PM



“ *Enchanted Cottage was purchased for the family of Alicia E. Rocha.*



January 08, 2025 at 04:46 PM



“ *City of Schertz purchased the Enchanted Cottage for the family of Alicia E. Rocha.*



City of Schertz - January 08, 2025 at 11:52 AM



“ *Sonia G. And Jennifer Ramos purchased the Enduring Grace for the family of Alicia E. Rocha.*



Sonia G. And Jennifer Ramos - January 07, 2025 at 11:53 AM



“ *Michael, Oralia Bustos and Family purchased the Arrive in Style for the family of Alicia E. Rocha.*



Michael, Oralia Bustos and Family - January 06, 2025 at 08:08 PM



“ *Lavender Reflections Spray was purchased for the family of Alicia E. Rocha.*



January 06, 2025 at 11:44 AM



“ *Divine Peace Bouquet was purchased for the family of Alicia E. Rocha.*



January 05, 2025 at 03:07 PM



“ *Pink Tribute Spray was purchased for the family of Alicia E. Rocha.*



January 03, 2025 at 03:24 PM