



Shirley Anne Latts

April 29, 1936 - June 11, 2025

Shirley A. Latts, age 89, of Minnetonka, MN, passed away peacefully on Wednesday morning at Wealshire of Medina Memory Care. A devoted wife, mother, grandmother, and entrepreneur, Shirley lived a life full of love, creativity, and resilience.

Born in Fargo, North Dakota, Shirley was the youngest of seven siblings. She moved with her family to North Minneapolis, where she attended Minneapolis North High School and later studied at the University of Minnesota. She began her professional life as a medical technician before marrying Dr. Elliot Latts, with whom she shared 33 wonderful years in Golden Valley, MN.

Shirley's professional journey was marked by reinvention and vision. After raising her family, she built a successful career in real estate and later launched her own business, Latts Concepts LTD, at the age of 59. There, she developed a unique purse hook product that gained national attention, featured in Minnesota Ventures magazine and sold at Nordstrom and boutiques across the country.

Shirley was preceded in death by her beloved husband, Dr. Elliot Latts; parents, Gussie and Morris; sisters Gloria Joseph and Florence Hoffman; and brothers Dr. Robert Rotenberg, Dr. Sam Rotenberg, Max Rotenberg, and David Rotenberg.

She is lovingly remembered by her children Adam (Linda) Latts, Susan (Aner) Vlodaver, and Jason (Cathy) Latts; grandchildren Jacob and Ryan Latts, Elana, Daniel and Ari Vlodaver, and Loren Latts; and many devoted nieces and nephews.

A lover of the arts, Shirley found joy in painting, attending symphony concerts, and cheering on University of Minnesota football and basketball teams. Above all, she will be remembered for her warmth, strength, and deep love for her family.

She will be dearly missed.

Services will be held Sunday June 15th at 12:30 p.m. Minneapolis Jewish Cemetery Chapel, 7032 Penn Avenue South, Richfield, MN, 55423.

www.Washburn-McReavy.com

Edina Chapel 952-920-3996

Previous Events

Funeral Service

JUN 15. 12:30 PM - 1:30 PM (CT)

Minneapolis Jewish Cemetery
7032 Penn Avenue South
Richfield, MN 55423

Graveside Service

JUN 15. 1:30 PM - 2:00 PM (CT)

Minneapolis Jewish Cemetery
7032 Penn Avenue South
Richfield, MN 55423

Tribute Wall



“ Washburn-McReavy Funeral Chapels created a Funeral Service for Shirley Anne Latts in memory of Shirley Anne Latts



Washburn-McReavy - June 13, 2025 at 07:15 AM



“ LOIS R. ASKIN lit a candle in memory of Shirley Anne Latts



LOIS R. ASKIN - July 29, 2025 at 05:08 PM



“ I first met Shirley when our youngest sons, Jason and Ben were in the same carpool for preschool. As the boys built their friendship Shirley and I spent more time together. Shirley had a smile that warmed anyone who had contact with her. As a mother she was always looking out for her children, making certain they always had whatever was needed to help them turn into the adults they are now. BTW our sons are still best friends at the age of 56. My thoughts are with Adam, Susan, Jason, the extended family and friends.

Wendy Ackerman - June 14, 2025 at 10:45 PM

WM

“ You all are in our Thoughts & Prayers, RIP
Shirley



Wealshire of Medina - June 14, 2025 at 04:44 PM