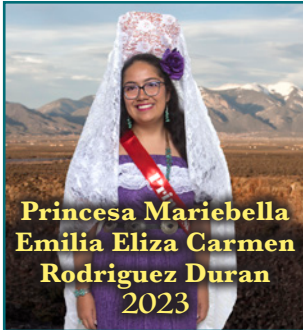




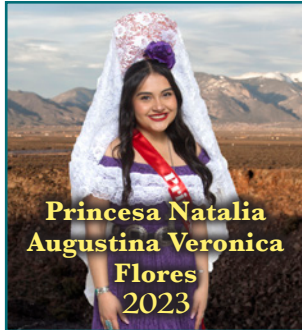
**Maye Marquis Sarah  
Lillian Montoya  
Reina de La Fiesta de Taos  
2023**



# 2024 Fiesta de Taos Royal Pageant



**Princesa Mariebella  
Emilia Eliza Carmen  
Rodriguez Duran  
2023**



**Princesa Natalia  
Augustina Veronica  
Flores  
2023**



**Princesa Ariana  
Juliette Ruth Maestas  
2023**



**Princesa Zaira  
Yarely Ruiz  
2023**



## 2024 Fiesta de Taos, Inc. Membership



**Back Row (L to R):** Emilio Garcia; Ruby Ann Alaniz; Donovan Lieurance (Provisional); Hon. Don Francisco Trujillo II, President; **Center Row (L to R):** Estevan Martinez, Vice-Treasurer; Isabel Chacon; Kathleen Branchal-Garcia, Treasurer; Annabelle Garcia-Noga; Gwendolyn Gonzales-Romero, Secretary; Bernadette Trujillo; **Front Row (L to R):** Mary Thelma Montez; Elma Vigil; Donna Jo Martinez; Renee Medina Lavadie; Stephanie Cordova-Levy; Vito Trujillo, Jr. (Provisional); **Not Pictured:** Charles Lane; Mike Medina, Vice-President; Liz Medina; Tina Jo Martinez; Manuel Medina; Liz Peralta; Melecia Ortega; Philip Ortega; Theresa Trujillo; Auxiliary Members: Jamie Acosta; Leo Acosta; Monique Cisneros; Joshua Herrera; Anjelia Martinez; Tiana Martinez; Bree Medina McCash; Antonio Montez; Geno Zamora.

*(Photo by Chuck McLaughlin of Sean Kelly Portraits – Taos, NM)*



### Royal Pageant Committee

Liz Medina, Chair	Michael Medina, Co-Chair
Elma Vigil	Ruby Ann Alaniz
Stephanie Cordova-Levy	Gwendolyn Gonzales-Romero



### 2024 Royal Court Committee

Stephanie Cordova-Levy, Chair  
 Gwendolyn Gonzales-Romero, Vice-Chair  
 Ruby Ann Alaniz  
 Elma Vigil  
 Liz Medina



## Welcome to the 2024 Fiesta de Taos Royal Pageant!

### ¡Bienvenidos Damas y Caballeros!

This past year has been surreal. Being able to experience my culture and its traditions firsthand has taught me what it really means to be a Taoseña. I am beyond grateful to have served in this role and create different friendships within the community and other surrounding areas. I love being able to attend and see different cultural events that go on in our community, especially the Fiesta. The Fiesta is an ongoing tradition that not only me, but my family hold near and dear to our hearts. Being able to see friends, family and the community come together to celebrate our patron saints, Santiago y Santa Ana is a blessing. I love being able to celebrate the Fiesta every year with people who love them as much as I do.



I truly thank, from the bottom of my heart, our community for the endless support that they have shown me this past year and allowing me to be their Reina. I also thank the amazing Fiesta Council and Royal Court Committee for always putting in long hours and so much work into making the Fiesta happen. Without them, I would not be where I am right now. Lastly, I thank my amazing friends and family for sticking by my side and helping to create so many memories that I will cherish forever.

I am delighted to welcome our 2024 Royal Court and so excited for them to be able to represent Taos with such beauty and grace. I remind them to always smile because there are always going to be cameras on them, never forget to reapply your lipstick and mainly have fun! This experience is only a year and believe me it flies by, so always live in the moment and take pictures. Being a part of the Royal Court is such an honor, thank you to Mariebella, Natalia, Ariana and Zaira for sharing this experience with me. I know the women of the 2024 Royal Court will do amazing and carry themselves with a balance of pride and humility.

!Gracias a Dios por esta oportunidad y que Dios bendiga a todos!

Un gran abrazo,

**Maye Marquis Sarah Lillian Montoya**  
 Reina de La Fiesta de Taos 2023

**¡¡¡¡Que Viva La Fiesta!!!!**







The Fiesta de Taos, Inc. cordially invite everyone to attend the

# 2024 Fiesta de Taos



**Events:**

**Friday, July 19 – 5:00 PM**

Fiesta de Taos Mariachi Mass & Coronation  
Our Lady of Guadalupe Catholic Church, Taos Plaza

**Celebrants**

The Most Reverend John C. Wester, Archbishop of Santa Fe  
The Reverend Father Peter Felice Mgendwa  
Pastor - Our Lady of Guadalupe Parish  
The Reverend Father Ryan Stoer  
Pastor – San Francisco de Asis Mission Parish  
The Reverend Father Angelo Marquez  
Pastor – Holy Trinity Parish



**Friday, July 19 – 7:00 PM**

Opening Ceremonies  
Kit Carson Memorial Park

**Saturday, July 20, 10:00 AM**

Children's Parade  
Kit Carson Memorial Park



## 2024 Fiesta de Taos Royal Pageant

Master of Ceremonies  
Vito Trujillo, Jr.

Bienvenido  
Hon. Don Francisco Trujillo II, President

Introduction of the 2023 Royal Court

Introduction of the 2024  
Fiesta de Taos, Inc. and Dignitaries

Introduction of the 2024  
Fiesta de Taos Royal Pageant Auditor & Judges  
Auditor: Iris Gonzalez  
Judges: Herman Lovato y Lobato; Krystal Lucero;  
Elena Rivera; Ane Romero; Margaret Trivino-Roybal

Introduction, Biography, & Fiesta Fashion Presentation:  
Contestants

Bilingual Speeches: Contestants

Entertainment:  
Vito Trujillo, Sr.

Talent Presentation: Contestants

**Closing:**

Announcement of the  
2024 Reina de La Fiesta de Taos y Princesas  
Baile del Anuncio

7:00 PM – 11:00 PM Doors Open at 6:00 PM  
DALEEE @ KTaos Solar Center - \$20.00 Per Person  
Featuring – GONZALO  
The Reina & Princesas will be announced at 8:45 PM





## Royal Pageant Auditor & Judges

### **Iris Gonzalez - Auditor**

Auditor Iris Gonzalez is a New Mexico native born and raised in Albuquerque. Born to her mother Catherine, a New Mexico native, and Francisco, a native from El Salvador, she is the second eldest of four children. Iris graduated from Rio Rancho High School in 2018 and graduated from the University of New Mexico in 2020 with a Bachelor of Business Administration with a concentration in accounting. She currently is the Accounting Manager at B&D Industries, Inc., in Albuquerque, whom she has been employed with for five years. Iris currently oversees accounts payable, accounts receivable, multiple interns and works directly with the President, CFO, and CEO. She wishes the best to all contestants.

### **Herman Lovato y Lobato - Judge**

Herman Lovato y Lobato is a longtime volunteer with Santa Fe Fiesta, Inc. and a Santa Fe-based arts advocate who has served on the National Endowment for the Arts (NEA) / Opera and Music Panel, the Santa Fe Opera Board of Directors, the Santa Fe Arts Commission, and the Santa Fe 400th Anniversary, Inc., Board of Directors. He has held a variety of positions at Santa Fe Fiesta, Inc., including president and vice president. He is the chairman of the 400th Celebration honoring Nuestra Señora de La Paz, La Conquistadora, who arrived in New Mexico in 1625. Professionally, he is the New Mexico Department of Public Safety's Technical Support Division Deputy Director, where he has direct responsibility of the globally accredited Forensic Laboratory Bureau and the 30 units of the Law Enforcement Records Bureau.

### **Krystal Lucero - Judge**

Krystal Lucero is a seasoned professional who brings a diverse range of expertise to her role as a Senior Program Analyst focused on managing New Mexico's Sex Offender Registry. Beyond her impressive work in the public sector, Ms. Lucero has an extensive background in marketing, social media marketing, and public relations, which she has honed through her volunteer efforts with the esteemed Santa Fe Fiesta, Inc. and her own personal business venture providing marketing services to local enterprises in Santa Fe and the surrounding areas. Her impressive client roster includes the likes of Antonio Reyna, Una Más y La ChaCha, Café Castro, The Weird News, and Action Glass and Mirror, all of whom have benefited from her keen marketing acumen and strategic approach.

Demonstrating her unwavering commitment to the Santa Fe Fiesta, Ms. Lucero has volunteered hundreds of hours to the organization's marketing campaigns, ensuring the annual celebration remains a vibrant and well-promoted cultural touchstone for the community. Her dedication to the Fiesta is further evidenced by her 15-year tenure as an active member of the Santa Fe Fiesta Council, where she has taken on the role of Public Relations Chair. Additionally, Ms. Lucero has served in various leadership positions within the Santa Fe Fiesta, Inc. organization, including Executive Secretary, Board of Director, Vice President, and now President, underscoring her invaluable contributions and the trust placed in her by her peers to guide the organization's strategic vision and community outreach efforts.



## Royal Pageant Auditor & Judges

### **Elena Rivera - Judge**

Elena was born and raised in New Mexico. Her Hispanic roots originate from her family residing across Northern New Mexico – in Española, Taos, and Mora. Elena graduated from Rio Rancho High School in 2018, New Mexico Highlands University in 2023, with a Bachelor of Business Administration. At Highlands, she was a member of the women's volleyball and track teams and enjoyed snowboarding in her off season. She has been working at B&D Industries, Inc. for a year and has progressed from Accounting Intern to Staff Accountant. Elena is thrilled to be a 2024 Fiesta de Taos Royal Pageant Judge and wishes each of the contestants well.

### **Ane Romero - Judge**

Ane Romero was raised in Las Vegas, New Mexico. She received her B.A. in Political Science (05') and M.P.A (11') from New Mexico Highlands University, where she served as the first female elected Student Body President and was appointed to the New Mexico Commission on Higher Education. Ane is trained and certified in suicide prevention through The Yellow Ribbon Suicide Prevention Program and has provided training for schools, communities, and on the Navajo Reservation. In 2001, she served as La Reina de Las Vegas and in 2005, she was crowned Miss New Mexico and competed at the national Miss America Pageant. Ane worked on Capitol Hill where she oversaw the Congressional Mental Health Caucus and focused on behavioral health policy. In 2011 she was awarded the "National Excellence in Federal Government Leadership Award" by the National Resource Center for Hispanic Mental Health for her work in mental health policy. In 2013, she became the first Congressional House staffer to be presented with the "Allies in Action" award by the American Foundation for Suicide Prevention and the "Friends of Children's Mental Health" award by the American Academy of Child and Adolescent Psychiatry. In 2014, she returned to New Mexico. Ane has taken on the role of overseeing the Reina de Las Vegas Fiesta Court and pageant, following the passing of long-time coordinator Rosita Ellis. Ane currently serves as the State Director for U.S. Senator Ben Ray Lujan. She is happily married to her husband, Ryan.

### **Margaret Trivino-Roybal - Judge**

Margaret Trivino-Roybal is a member of Cochiti Pueblo and was raised in Española. She is married to Martin Roybal Jr. from Santa Fe. She joined the Army after high school and served 10 years active duty as an Army Medic and was stationed in Fort Bragg, NC, Fort Benning, GA, Fort Lewis, WA, and Fort Riley, KS. Mrs. Trivino-Roybal was deployed to Iraq and Haiti. She returned home after serving in the Army to care for her ailing parents. She attended the University of New Mexico and received her master's degree in nursing as a Psychiatric Nurse Practitioner. She enjoys sewing which she will occasionally sew outfits for the Santa Fe Fiesta Royalty. Mrs. Trivino-Roybal is honored to be a judge for a third consecutive year for this year's Fiesta de Taos Royal Pageant.





## Chantel Janae Emiliana Brumfield-Vigil



Chantel Janae Emiliana Brumfield-Vigil was born on June 11, 2005, to Marla Vigil and DuShaun Brumfield, granddaughter of Rick and Nadine Vigil, great grandparents Tina and the late Jose Vigil, and Eli and Gloria Arellano.

Chantel is a 2023 Taos High School graduate attending UNM Taos where she hopes to pursue a degree in nursing to become a labor and delivery nurse or a degree in early education and become a kindergarten teacher. Chantel has always enjoyed helping others and is excited to see what God has in store for her.

In high school, Chantel was in Advanced Placement classes, was a proud member of the Taos Tiger Classics dance team and participated in the mariachi program where she sang and played the violin.

Chantel grew up and was raised in Arroyo Hondo/San Cristobal attending Our Lady of Sorrows Parish. Chantel's favorite things to do include, spending time with her family, dancing, singing, rescuing animals, writing, and being an advocate for those who struggle with mental health problems. Chantel's love for her community and La Fiesta de Taos are what have encouraged her to run for La Reina de la Fiesta de Taos.

### Chantel's Sponsors

Dale and Cisneros	Mondo Italiano	Archie Marquez
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Michelle & Nelson Abeyta	Rositas	Chino & Lisa Romero
KoKo's Cafe	The Graham Ranch	Josephine Pacheco
Mark & Sandy	Mark Crocket	Janie Pacheco
La Cocina Encantada	Jeremy Malcelle	Gene Beckwith
Mary Jane's Home Cooking	Jalapeños/Yamil Isbak	Farmhouse Cafe
Elena Romero	Juliann Cordova	Tomas & Linda Montoya
Alice Park	Rocky Mountain Chocolate	Linda Martinez
Maria Dimas	Factory	Yolanda Sanchez
Duella Romero	Enchanted Florist	Stephanie Levy
Anissa Arrambide	Moises Martinez & Dolores Lujan	Tina Vigil
Brent Jaramillo	Maria Martinez	Teresa Cordova
Rudy and Margaret Abeyta	Pam and Tomas Valencia	Larry Martinez Jewler
Shannan Brumley	Adonis Gonzalez	Margaret Martinez
Jam Dig/ Donna Lee & James Vigil	Mike and Lisa Tafoya	Amanda & Thomas Beckwith
Orlando Vigil	Juanito	Ralph & Karen Arellano
Lenora Arellano	Jackie Graham	Rick & Nadine Vigil
Taos Pro Speed	Toby Valencia	Dominic Brumfield & Marla Vigil
La Fonda Hotel	Clair Works	David & Tanya Sena
Mark Vargas Gallery & Studio	Arroyo Seco Mercantile	Juan, Marissa & Levi Vigil
Bob	Aseq	DeVargas Funeral Home
World Cup	Robert Esquibel	Diamond Finish/Francisco & Amy
Muerte Tattoo	Leo & Becky Marquez	Cordova
The Joint	Adonis "Nite" Marquez	Michael's Kitchen

## Julianna Christina Dolores Flores



Julianna Christina Dolores Flores was born on September 25, 2006. She is the daughter of Elena Struck-Flores and Teodoro Flores with two sisters, Alex and Avah. Julianna is 7th generation Taoseña, granddaughter of Tina Jo Martinez, Doris Struck and the late Albert Struck. Julianna's ancestors include Bernabe and Dolores Struck, Jose Bernardino and Roselia Vigil, Polito E. and Tina V. Martinez, George and Edith Flores, Meliton and Clorinda Struck, Meliton and Elena Trujillo, Enrique and Sofia Lopez, Eduardo and Onofre Vigil, Juan Jose and Dora Vigil and, Pablo and Delia Flores. Julianna is a member of the San Francisco de Asis Mission Parish enjoys participating in the annual enjarre, having mastered the art.

Julianna is a Senior and honor roll student at Taos High where she participates in varsity volleyball, basketball and softball. She recently joined a Denver basketball team and played in nine tournaments around the United States. Julianna is an amazing artist who has painted professionally since she was 8 and sold many paintings through her journey. Julianna recently joined the Mariachi class and enjoys playing guitarrón and guitar. Julianna is an avid reader.

Julianna plans to attend college to study American Sign Language (ASL), English and Communications. These are programs close to her heart as Julianna is deaf in one ear and has first-hand experience with the difficulties the Hard of Hearing and Deaf community encounter. Her favorite part of growing up in Taos is that once someone knows whose family you are a part of, they automatically start sharing childhood stories of their family and how they know your relatives.

### Julianna's Sponsors

Georgia Sanchez	Ace Hardware	Diamond Finish, Inc.
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Kelly Harris	Ronald Mascareñas	Sons Concrete and Sand Inc.
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Jack Snow	Gilbert and Eileen Gallegos	Gunslingers LLC
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Javier Garcia	Alfredo Felix Martinez	Start To Finish Collision Repair
Toby Romero	Anna Martinez	Peralta's Cleaners
Norbie Martinez	Valerie Rael Montoya	Santiago Assembly Knights of Columbus
Alex Trujillo	Dosie Abeyta and Antonio Vigil	Stephanie Levy
Robbie Trujillo	Vicente Morales	Eric D. De Herrera and
Camille and Daniel Trujillo	Taos Fly Shop	Bernadine M. Garcia De Herrera
Schreiber Family Medicine	Ernest	Tina Aragon Lopez
Taos Mercantile Co.	(T-shirt Effex)	Adelaido T and Evangeline Romero
Matthew Sandoval	Nadine and Johnny Gonzales	Richard Quintana
Alexis and Avah Flores	Patrick, Celsa, and boys	Eva M Martinez (Buds Cut Flower)
Del Norte Liquors	Leo Castro	Medina Culinary Services (Ranchos
Raul and Donna Vigil	Tina Jo Martinez	Plaza Gill)
Michael McCartney	Nikki Schuler	Adel Uhlarik-Kosanke
Rosita's Mexican Store	Dolores Valerio	Nickie J McCarty
John Henderson	Elma Vigil	Jane Compton, O.D. LLC
Laura Dumound Kerr	Ruby Ann Alaniz	The Enchanted Florist Inc.
Rosalinda Molina Diaz	Gwendolyn Gonzales-Romero	Francis Arturo and Ernestina A.
Jason Montano	Michelle Maestas	Cordova
(Montano's Barber Shop)	Olguin's Inc.	Donovan M Lieurance
Mante's Chow Cart	Guadalajara Grill	Randall Lumber
Jim Lopez (Vigil's Towing)	George M. Flores and Edith A. Flores	

## Josefina Adelaida Eloisa Cecilia Valencia-Sanchez



Josefina Adelaida Eloisa Cecilia Valencia-Sanchez was born on January 5, 2007, in Taos, New Mexico. Growing up in the communities of Ranchos de Taos and Arroyo Seco. She is the daughter of Dolores C. (Valencia) and Luis M. Sanchez Jr. and has a younger brother, Diego M. Sanchez. Her paternal grandparents are Violeta (Martinez) and Luis Sanchez Sr., and her maternal grandparents are Rebecca (Romero) and Jose Valencia. Josefina has one Goddaughter on the way, Ali Cardenas.

Josefina is a senior at the New Mexico School for the Arts in Santa Fe, New Mexico, and will graduate in May 2025. While attending school she has been in over 7 art shows, participates in the student council and the Women of Color Collective Club. She is a residential dorm student,

commuting each week and prides herself on being involved in her community. Previously she participated in Our Lady of Guadalupe youth group, assisting with the summer bible camp for youth. Over the years she has participated in mass and received her sacraments at the parishes of San Francisco de Asis Mission Church in Ranchos de Taos, Our Lady of Guadalupe Church in Taos, and Holy Trinity Parish in Arroyo Seco.

In the future, she plans to pursue a degree in business and culinary arts to eventually open her own restaurant. This has been a dream of hers since she was a child. Josefina works toward her goal by trying out new recipes and using new ingredients. Besides cooking she enjoys pursuing her art and finding new ways to express her creativity.

### Josefina's Sponsors

Abe's Cocina  
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Ali Cardenas  
Anonymous  
Ruth and Terry V  
Chris and Jessica Griego  
Zephania and Maya Martinez  
Adelaido and Adriana Romero  
Daniel and Nicole Romero  
Diego Sanchez

Indica Sanchez  
Isaiah Sanchez  
Luis Sr. and Violeta Sanchez  
Maria Sanchez-Ochoa  
Elaine Valencia  
Kaitlyn and Angelica Gutierrez  
Epi and Francina Valencia  
Frank and Julia Valencia  
Jose and Rebecca Valencia  
Anthony and Hilda Vigil

## Izavela Eneidine Francis Vásquez



Izavela Eneidine Francis Vásquez was born on July 31, 2007, daughter of Reynold and María Inez Vásquez of Talpa, New Mexico. She has one older sister, Felice Vásquez. Izavela is the granddaughter of Mike and Guadalupe (Lupe) Anaya, Lorraine Vásquez and the late Johnny Vásquez, maternal great grandparents are the late Manuelita and George Chavez, and the late Mary and Abel Anaya. Paternal great grandparents are Maria Floraida Archuleta and the late Tito Archuleta, and the late Margarita and Luis Vásquez.

Izavela grew up in Talpa, New Mexico and attends the San Francisco de Asis Mission Church with her family. She assists her grandma Lupe in the annual bake sale for the Catholic Daughters and for the feast of St. Francis church bazaar. Izavela began Mariachi at the age of 7 years old playing with Mariachi Jágua Encantado and has excelled playing the violin for over 10 years, now a part of Mariachi El Tigre. Izavela will be a 2025 Taos High graduate. She plans on attending the University of New Mexico-Main Campus in the Fall of 2025 to study Business Administration in hopes of opening her own business. As a young child, Izavela always enjoyed attending the Taos Fiesta. A special memory she holds close to her heart is when she participated in the 2011 Fiesta Children Parade, along with her sister Felice, walking along the Taos Fiesta Court, when her Aunt Anna Eloisa Vasquez Rael was the 2011 Fiesta Queen handing out balloons.

### Izavela's Sponsors

Lenora Arellano  
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Jenna Chavez  
Nadia Chavez  
Jimmy Jr. Anaya  
Lia Varos  
Taos Trading Post Café and Market  
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Jireh Electric  
Debbie and David Branchal  
Grandma Ida and Grace Rivera  
Dalia Martinez  
Gina Miera  
Clint Zooc  
Ranchos Plaza Grill

St. Francis Church  
Lucia Padilla  
Nancy & Tony Baca  
Yvonne Trujillo  
Toby and Vangie Romero  
Air Works - John Paul Mares  
A&S Construction Art Gonzales  
Chris and Mary Lou Chavez  
Francisco "French" Espinoza  
Maria Martinez  
Felice Vasquez  
DeVargas Funeral Home of  
Taos Joaquin Gonzales



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