

Fiestas

de Santiago y Santa Ana



¡Bienvenidos, Nuestra Comunidad Es Su Casa!



Welcome, Our Community is Your Home!

2013

92 Years

Building Families...
Building Relationships
Building Taos



**Randall
Lumber &
Hardware**
Building Taos Since 1921

Find Us FAST in

**Names
Numbers**
Five Star Public Goods

315 Paseo del Pueblo Sur • 575-758-2271

THIS FIESTA JOIN US AT TAOS' ADULT PLAYGROUND



**SAT.
JULY 20TH**

\$100

**FIESTA
HOT SEAT**

2PM-11PM



SUN.

JULY 21ST

FIESTA GIFT

FIESTA CHIP & DIP BOWL
EARN 20 POINTS
WHILE SUPPLIES LAST
12PM-10PM



**SUN.
JULY 21ST**

**FIESTA
BURGER**

\$8.99

**OR
BBQ BURGER**
\$7.99

BOTH SERVED WITH
FRIES OR CHIPS
11AM-9PM

TAOS PUEBLO SMOKE SHOP

BEHIND THE TAOS MOUNTAIN CASINO • OPEN DAILY 8AM-10PM




JULY 27TH

Win a Trip for Two to Your Choice of
One of Three Fabulous Getaway Destinations



Orlando, Florida

- Roundtrip Airfare and Ground Connections to Hotel and Parks
- 5 Days & 4 Nights at the 4-Star Disney World Resort
- 3-Day Hopper Pass: Access to Epcot, Magic Kingdom, Animal Kingdom & Hollywood Studios
- \$1,000 in Spending Cash 




San Diego, California

- Roundtrip Airfare and Rental Car
- 5 Days & 4 Nights at a Deluxe Hotel on Mission Bay Beach
- San Diego City Pass: Access to San Diego Zoo, Safari Park & Sea World
- \$1,000 in Spending Cash 



Las Vegas, Nevada

- Roundtrip Airfare and Luxury Ground Connections to Hotel
- 5 Days & 4 Nights at a 5-Star Hotel on the Las Vegas Strip
- 2 Show Tickets for Cirque du Soleil at the Bellagio 
- \$1,000 in Spending Cash



Active Bison Rewards Club Members earn drawing tickets daily during July. Slot Players receive One ticket for every 50 points earned playing marathons. Table game players receive one entry ticket for every 50 minutes of play. Must be present to win. See Bison Rewards Center for official rules and restrictions on promotions. All trips are non-transferable and cannot be exchanged for cash or any other destination. Trips expire 90 days from receipt of chosen destination.

Casino Open Sunday thru Thursday - 8:00 am - 1:00 am • Friday and Saturday - 8:00 am - 2:00 am
(575) 737-0777 OR 888-WIN-TAOS • 700 Veteran's Hwy, Taos NM 87571 • www.TaosMountainCasino.com



PRESIDENT'S WELCOME

¡Bienvenidos!

Dear Taos visitors *y Mis Queridos Taoseños*:

On behalf of the Taos Fiesta Council and myself, welcome to our annual celebration, Las Fiestas de Taos. We truly thank God Almighty for the abundant blessings that have been bestowed upon us and our community over the years, and ask God's grace in the years to come. As our grandparents instilled upon us, as did their grandparents before them, *Siempre Dios Primero* — Always God First.

Fiestas are a centuries-old tradition passed from generation to generation, a way of preserving the rich cultures that have developed in Taos over the last 400-plus years. This festivity is an opportunity for each of us to unite in fellowship. It is a special time for families, friends and visitors to join together and enjoy one another's company, while taking the time to taste delicious foods, listen to mariachis and traditional Northern New Mexico music, view the many talented people performing Spanish flamenco, Mexican dances, and other forms of entertainment throughout the weekend, and soak in the ambiance of Historic Taos Plaza.

This year's theme is "*¡Bienvenidos, Nuestra Comunidad Es Su Casa!* — Welcome, Our Community is Your Home!" This theme is taken from the traditional Hispanic culture in which, when we welcome guests into our homes we emphasize our hospitality by expressing, "*Mi Casa Es Su Casa* — My Home is Your Home."

El Sabor de Nuestra Gente — The Flavor of



Our People is one of the greatest assets that our community has to offer. Yes, much is lost in literal translation, but the friendliness and hospitality of Taoseños are not. Take the time during this Fiesta weekend to thank God for what you have (not dwell on what you don't), breathe in the fresh mountain air, take the time to fellowship with one another, enjoy the cuisine and entertainment, and

always pray for rain; although, another tradition has been plenty of rain on Fiesta weekend.

We invite our visitors to tour the many cultural and historic sites throughout Taos County and receive with open arms, the *cariño* (affection) of our community. We invite our fellow Taoseños to spend quality time with one another, while never forgetting how blessed and special we are to have been, "*Hechos, Nacidos y Creados en La Tierra de Dios* — Made, Born and Raised in God's Country." For those who have moved from Taos, always remember, you can take you out of Taos, but you can't take Taos out of you (*piensalo bien* — think about it thoroughly).

¡Dios Les Bendiga! ¡Que Viva Taos! ¡Que Vivan Las Fiestas!

Cariñosamente,

Don Francisco Trujillo II

President, Taos Fiesta Council, Inc.

CONTENTS

Invitation from the Council	6	From the Intergov. Council	14	Record your Fiestas memories	24
List of Sponsors	6	Royal Court Profiles	15	Entertainment Schedule	28
2012 Reina's Farewell	8	Reina Rodríguez	16	Fiesta Council	30
2013 Reina's Welcome	10	Princesa Chávez	18	Grand Marshalls	32
From the Mayor's Office	12	Princesa Loya	19	Dedication: Rose Vigil	34
From the County Commission	12	Princesa Medina	20	List of Past Reinas	36
Welcome from Taos Pueblo	14	Princesa Valencia	21	Memories of Fiestas past	38



STAFF

ROBIN MARTIN, OWNER ■ CHRIS BAKER, PUBLISHER ■ JOAN LIVINGSTON, EDITOR ■ CHRIS WOOD, ADVERTISING MANAGER

ANDY JONES, SPECIAL SECTIONS EDITOR ■ MARILYN M. OLSEN, DESIGNER ■ VIRGINIA L. CLARK, COPY EDITOR

MICHELLE GUTIERREZ, PRODUCTION MANAGER

COVER PHOTOGRAPH: TINA LARKIN

Great Health Care. In Taos.

Holy Cross Hospital is proud to offer small-town personal care with big-city technology.

Surgery • Laboratory • Imaging • Emergency Room
Medical Surgical Unit • Diabetes Management
Dermatology • Wound Care • Health Outreach
Integrative Medicine • Labor & Delivery
Observation Unit • Intensive Care Unit
and Great Food

photo by Lenny Foster



Holy Cross Hospital
Taos Health Systems

www.TaosHospital.org
1397 Weimer Road Taos, NM 87571
(575) 758-8883 | (800) 755-6236

2013 FIESTAS DE TAOS



*The Taos Fiesta Council cordially invites you
to attend the following 2013 Fiesta Events:*

FRIDAY, JULY 19

■ Fiesta Mass & Crowning
of Queen
Our Lady of Guadalupe
Church
5:30 p.m.

■ Official Fiesta Opening
Taos Plaza
7:30 p.m.

SATURDAY, JULY 20

■ Children's Parade
Enos García Elementary to
Taos Plaza
10 a.m.

SUNDAY, JULY 21

■ Historical Parade
Paseo del Pueblo Sur
noon



For a full schedule see page 28

2013 Fiestas de Taos Official Sponsors

TURQUOISE LEVEL SPONSORS

Taos Fiesta Council, Inc.
Town of Taos

CORAL LEVEL SPONSORS

Taos County
The Taos News
Webb Design

AMIGOS DE LAS FIESTAS

Centinel Bank of Taos
DMC Broadcasting
Invisible Martian Photography by Roberto Ruiz
Kit Carson Electric Cooperative
La Fonda Hotel, Taos Plaza
New Mexico Mounted Patrol
New Mexico State Police
Peoples Bank
Sagebrush Convention Center
Taos Convention Center
Taos County EMS
Taos County Sheriff's Department
Taos Fire Department
Taos Police Department
US Bank
Viva Sports

*The Fiesta Council wants to thank everyone for assisting in maintaining
a centuries old community tradition.*



www.santafefiesta.org

Fiesta de Santa Fé

AUGUST 31 - SEPTEMBER 8, 2013



→ See you on the *Plaza!*

FIESTA MELODRAMA
STARTING AUGUST 29
TICKETS: 505 / 988 4262
WWW.SANTAFEPLAYHOUSE.ORG

SANTA FE PRE-FIESTA SHOW*
3-7 PM / SANTA FE PLAZA
CALL 505-913-1517
FREE ENTERTAINMENT

**MARIACHI EXTRAVAGANZA
DE SANTA FE™**
7:30 PM / SUN., SEPT. 1
THE SANTA FE OPERA
505-986-5900 / 1-800-280-4654

**CONCIERTO DE
MARIACHI MATINEE**
10 AM AND 2 PM
WED., SEPT. 4
LENSIC PERFORMING
ART CENTER
TICKETS: 505-988-1234

HISTORICAL LECTURE
6 PM / WED., SEPT. 4
NM HISTORY MUSEUM
TICKETS: 505-476-5200

BURNING OF ZOZOBRA
2 PM - DUSK / THURS., SEPT. 5
FORT MARCY PARK
TICKETS: 1-855-ZOZOBRA

PREGON DE LA FIESTA*
6 AM / FRI., SEPT. 6
ROSARIO CHAPEL

**FIESTA FINE ARTS &
CRAFTS MARKET***
9 AM - 5 PM / SEPT. 6-8
SANTA FE PLAZA

FOOD BOOTHS*
9 AM - 10 PM / SEPT. 6-8
SANTA FE PLAZA

**ENTERTAINMENT
ON THE PLAZA***
10 AM - 10 PM / SEPT. 6-8
SANTA FE PLAZA

**CITY AND STATE
OPENING FIESTA***
NOON / FRI., SEPT. 6
SANTA FE PLAZA

**ENTRADA DE
DON DIEGO DE VARGAS***
2 PM / FRI., SEPT. 6
SANTA FE PLAZA

**DESFILE DE LOS NIÑOS*
(PET PARADE)**
9 AM / SAT., SEPT. 7
AROUND SANTA FE PLAZA

GRAN BAILE
7:30 PM / SAT., SEPT. 7, 2013
SANTA FE COMMUNITY
CONVENTION CENTER
TICKETS: 505-988-1234

SOLEMN PROCESSION*
9:30 AM / SUN., SEPT. 8
PALACE OF THE GOVERNORS

PONTIFICAL MASS*
10 AM / SUN., SEPT. 8
CATHEDRAL BASILICA OF SAINT
FRANCIS OF ASSISI

**DESFILE DE LA GENTE HISTORICAL /
HYSTERICAL PARADE***
12:30 PM / SUN., SEPT. 8
SANTA FE PLAZA AREA

CLOSING CEREMONIES*
5:15 PM / SUN., SEPT. 8
SANTA FE PLAZA

**MASS OF THANKSGIVING AND
CANDLELIGHT PROCESSION***
7 PM / SUN., SEPT. 8
CATHEDRAL BASILICA OF
SAINT FRANCIS OF ASSISI

* FREE EVENT / 505-913-1517



Partial Funding was
granted by the
City of Santa Fe
Lodger's Tax.





JULIETTE ELIZABETH REBEKAH PERALTA

Bienvenidos Familia y Amigos de Taos,

I am so honored and blessed to have represented my community of Taos, New Mexico as La Reina de las Fiestas de Taos. As my rein nears its end, I would like to look back and thank God for blessing us with a safe and wonderful year. Throughout the year, my court and I have had the pleasure of attending many fiesta events throughout Northern New Mexico. Traveling to different communities taught us how important it was to cherish our heritage, keep our traditions alive, and recognize the value of our religion. The many people we have met over the past year have helped make this a memorable experience. The friendships and memories I have made with my court will always have a special place in my heart.

I would like to give my greatest thanks to my mother and father, Dina Peralta and Joey Peralta for their endless love and encouragement throughout my life. To my beautiful sisters, Jasmine and Jenna, for inspiring me every day to be the best I can be. To my grandparents, Virginia and Urban Romero, and Liz and Alfred Peralta, thank you for all the love and support you have given me all my life. A big thanks to my Godmother, Laurie Weathers for all the help, guidance, and love you have given me. I would not be where I am today without my family. I would like to thank all of our escorts for being there when we needed a dance partner, even if we only gave you a few hours' notice. Thank you so much to the families of each of my Princesas for everything you have done for us.

Ultimately, I owe the deepest thanks to my lovely Princesas; Santana Martínez, Andra



Tina Larkin

Lucero, Leeandra Munoz, and Sonrisa Medina for making it an incredible year. I have made such meaningful friendships with each of you that I will forever cherish in my heart.

On behalf of my court I would like to thank all of our friends, families, and sponsors. To the Taos Fiesta Council for making it possible for our youth to have this opportunity, for preserving the traditions of Taos, and for keeping the Fiestas alive every year. And of course, thank you Vangie, Elma, Sonya, and Remi for taking all of us under your wings, watching over us, and guiding us as we flourished into confident young women.

To the 2013 Royal court, I wish you the best of luck as you embark on this new journey. I know you will represent our beautiful community of Taos to the best of your abilities. Make every moment last and make friendships that will last a lifetime. God bless you all!

Muchisimas Gracias Por Todo y ¡Que Vivan Las Fiestas de Santiago y Santa Ana!

Juliette Elizabeth Rebekah Peralta
La Reina de Las Fiestas de Taos 2012



Proud Annual Supporters of the Taos Fiestas!

¡Que Vivan las Fiestas de Taos!

• Over 30 Years of Dedicated Service • Certified Sales, Service and Parts Department • Certified Full Service Collision Center • Your Northern N.M.
New & Used Car SUPERSTORE

**EASY TO FIND,
HARD TO BEAT!!**

Call us at (505) 753-2356

Click on www.henryvalencia.net

Visit us in Española on the Chama Hwy



*Covers engine and transmission
on eligible vehicles forever*



Henry Valencia, Inc.

YOUR LITTLE GM DEALER

THE DEALER WITH A CHOICE 3 GM PRODUCTS AVAILABLE



Find New Roads



We Are Professional Grade



BUICK

You can
count on us
FOREVER!

613 Paseo de Oñate, Española, New Mexico 87532 • Tel: (505) 753-2356 • 1-800-430-2356 • Fax: (505) 753-7481

Check us out at www.henryvalencia.net



**20 years
of higher
education
reaching out
to Taos**

575-758-2828

taosbgp.unm.edu

246-B Ledoux St.

*in the heart of the
historic district*

est. 1993



ANGELICA ESPERANZA RODRIGUES

*Bienvenidos,
Nuestra
comunidad de
Taos es su casa,*

Gracias a todos por la oportunidad a servir como La Reina De Las Fiestas De Santiago y Santa Ana por 2013. I could not be happier to be representing such a beautiful and sacred place that I call my home. Taos is like no other place in the world; its uniqueness is remarkable for the reason that each culture has its own special features that contribute to the identity of Taos.

It is with great honor and delight to share and continue the traditions, customs and our multi-cultural community alongside my court. Although I hold the title of La Reina, I feel that my princesses, Krista Chavez, Dania Loya, Crestina Medina and Kathryn Valencia are all winners and we all hold the same level of importance within this royal court. These girls are all beautiful, wonderful and caring young ladies and together we will experience a lifetime of memories. We will represent Taoseños with pride, love and appreciation. Throughout the course of the year, I hope to meet new people, embrace new experiences and create everlasting memories with my princesses. The year has just begun and already it has been an experience of a lifetime. As members of the fiesta court I know we will represent *la gente y la comunidad de Taos con mucho orgullo*.

I thank Our Dear Lord, for I am truly blessed and privileged to celebrate my religion. I pray to our patron saints, Santiago and Santa Ana, to bless me and my court with a safe and unforgettable year as well as blessings for a peaceful and joyous celebration for our families and friends from near and far, and for all those who visit our community this



Tina Larkin

fiesta year.

On behalf of the 2013 Fiesta Court, I would like to express my gratitude to our families who have been there for us throughout the years; without them we would not be who we are today. I would like to thank all our sponsors for their generous donations and support. I would also like to thank the Taos Fiesta Council for all the efforts they put forth to keep the annual tradition of *Las Fiestas de Taos* alive. Also, a huge thank you to our sponsors Evangeline "Vangie" Romero, Elma Vigil, Sonya Romero and Remi Medina for their hard work and dedication they set forth to guide and assist my princesses and myself. I look forward to working with you and *nuestra comunidad de Taos* throughout the year.

¡Gracias y Que Vivan Las Fiestas de Santiago y Santa Ana!

*Sincerely, Angelica Esperanza Rodríguez
La Reina de Las Fiestas de
Santiago y Santa Ana de 2013*

¡Que Vivan Las Fiestas!



Services

Jewelry Repair
Watch Repair
Custom Design
Appraisal Service
Batteries While You Wait

Fine Jewelry

Engagement Rings
Wedding Bands
Diamond Jewelry
Gemstone Jewelry
Watches

We Buy Gold, Diamonds, Silver & Coins.

Highest Prices, Instant Payment

Free Estimates • Free Ring Cleaning

MASTER  JEWELERS™

Chavez

FINE JEWELERS

www.chavezfinejewelers.com

Piñon Plaza • Taos
(575) 758-9319



DeVargas Center • Santa Fe
(505) 988-8009



From the Mayor's Office

As the Mayor of Taos, I welcome you to join us during the Fiestas de Taos celebration from July 19 to 21.

During 2013, Taos has received national recognition in news outlets like *Yahoo.com*, *The Los Angeles Times* and *Today* as the home of the newest National Monument and for our unique vibe and attractions. You can read them all at taos.org. We invite you to discover what everyone has been talking about and create your own Adventures de Taos — our traveler education theme for 2013.

Traditionally, the Fiestas de Taos is a time when Taoseños are invited to put aside their labor for the weekend and enjoy this cultural celebration. This year's theme is "Welcome!



Our Community is Your Home! *¡Bienvenidos! Nuestra Comunidad es Su Casa!*" This centuries-old fiesta celebrates the gathering of generations and culture through food, music and fellowship. Experience Taos traditions like *El Vibaron* and *Tio Vivo* (a historic merry-go-round) as well as traditional dance and more!

We hope you enjoy your time at this year's Fiestas and take away fond memories. We also hope you create some unique adventures. To learn more visit fiestas-detaos.com.

Sincerely,

*Darren M. Cordova, Mayor
Town of Taos*

¡Bienvenidos! para Taos County

It is with great pleasure that I welcome you all to the annual Fiestas de Taos. The Taos Fiestas is the annual celebration of the feast day for the community's patron saints. Taos County residents have been celebrating the Feast of San Geronimo since the days of the early trade fairs. Colorful parades and entertainment in the plaza have historically been part of this community celebration that brings us all together.

As the chairman of the Taos County Board of Commissioners, I and my fellow elected officials want to you to have a great time in our wonderful community and to help us celebrate this annual event. We encourage you to enjoy the festive blend of delicious cuisine, traditional music, dancing and spiritual fellowship, while honoring the cultural uniqueness of Taos.

We'd like to thank the Fiesta Council and



all of the volunteers, young and old, who spend countless hours organizing and planning this important annual event. Without the many committee members, volunteers, advertisers and sponsors who donate selflessly to make this celebration happen, we would not be able to continue to produce this traditional event.

We'd also like to extend a sincere thank you to the 250 employees of Taos County who work

hard every day to provide the best possible service to the many constituents who come to our county offices for assistance.

We look forward to seeing you at the 2013 Fiestas de Taos, July 19-21 on the Historic Taos Plaza. *¡Que Vivan Las Fiestas!*

Yours sincerely,
Daniel R. Barrone
Chairman, Taos County Board
of Commissioners

Algo Para Toda la Familia en Nuestras Fiestas

¡Bienvenidos!
¡Que Vivan Las Fiestas!



el Agua es la Vida. water is Life.

Carlos R. Cisneros

Working for you today to build a better tomorrow.
Democrat - 28 years as YOUR Senator.

Paid for by Senator Carlos R. Cisneros, Committee to Elect Carlos R. Cisneros, Treasurer

Met your Mother's Salon...

Mens & Womens Styles

Color & Hi-lights

Hair Extensions

Permanent Waves

Waxing



**Thank You to All My Beautiful Clients
for Your Support in My 1st Year of Business!**

Smoke & Mirrors' Salon
(505) 350-3513 Walk-ins Welcome



Welcome from Taos Pueblo

Taos Pueblo would like to join the town of Taos and surrounding communities in welcoming everyone to the 2013 Fiestas de Taos. The Fiestas are a time when we join neighbors in celebration and give thanks for the special place in which we live: the ancestral and ongoing home for the Taos Pueblo people.

We would also like to invite everyone to visit Taos Pueblo, July 25 and 26 when we celebrate our Santiago and Santa Ana feast days. We will perform corn dances around 2 p.m. each day. Our main feast day, for San Geronimo, is on Sept. 30, when we'll hold foot races, beginning around 7 a.m. Our annual feast, in addition to honoring traditions, is a trade fair that has a history

going back centuries, when we traded with other Indian tribes and later with non-Indians. Our Pueblo has been inscribed as a World Heritage Site and by the United Nations as a place of significance worldwide.

UNESCO has recognized Taos Pueblo for its living culture, which we continue to practice as we have for centuries. WE hope you will be able to visit and join us during these celebratory times.

Kee nah soo Goo yah!
Let's all have an enjoyable time!

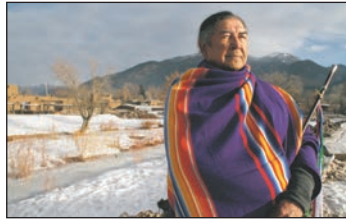
Contact us at 758-1028, 758-9593 or visit our website, taospueblo.com.

*Governor Ernesto Luhan
War Chief Samuel Gomez*



Rick Romancito

2013 Taos Pueblo Governor Ernesto Luhan



Rick Romancito

2013 Taos Pueblo War Chief Samuel Gomez

From the Intergovernmental Council

Las Fiestas de Taos, honoring the town of Taos' Patron Saints Santiago and Santa Ana, is an annual Taos celebration that has for years and generations brought together Taoseños and visitors alike. For me, Las Fiestas de Taos conjure up fond memories of the aroma of cotton candy, riding the Tio Vivo as a young man, beautiful señoritas dressed up in fiesta attire and local musicians playing their favorite tunes.

The members of the Intergovernmental Council of the Enchanted Circle representing Taos County, the Towns of Red River and Taos, the Villages of Angel Fire, Eagle Nest, Questa, and Taos Ski Valley, Picuris and Taos Pueblos, University of New Mexico-Taos, Peñasco Independent Schools, Questa Independent Schools, and Taos Municipal Schools, wish all of our fine residents and neighbors a safe and happy fiesta.

For almost 20 years, the Intergovernmental



Council of the Enchanted Circle has wished the Taos Fiesta Council, the Taos Fiesta Queen and her court a momentous fiesta celebration. We continue the same this year as we celebrate the Taos Fiesta Council's current theme of, "*Bienvenidos, Nuestra Comunidad Es Su Casa. Welcome, Our Community Is Your Home.*" There are many reasons to celebrate: Taos and its surrounding neighbors are a

multicultural and colorful people. Las Fiestas de Taos offer a unique opportunity to come together to celebrate our home with its diversity and time honored traditions!

¡Bienvenidos! Welcome! ¡Que vivan Las Fiestas de Taos y toda su gente!

*Gabriel J. Romero,
Chairman, Intergovernmental Council
Of The Enchanted Circle
Vice Chairman, Taos County
Board of Commissioners, Dist. III*



ROYAL COURT



Tina Larkin

**Princesa Dania Georgina Loya, Princesa Kathryn Anne Cecilia Valencia,
La Reina Angelica Esperanza Rodríguez, Princesa Crestina Quindaro Sarah Medina
and Princesa Krista Genessa Genevieve Chavez.**



2013 REINA



ANGELICA ESPERANZA RODRÍGUES

La Reina de las Fiestas de Taos in 2013 is Angelica Esperanza Rodríguez. She is 18 years old and a 2013 Taos High School graduate. She enjoys dancing, acting and singing but spends a great amount of time watching WWE professional wrestling. La Reina is a devoted fan of the sport and will be competing soon in Albuquerque. "It was a secret wish but it became a reality," she said.

Just like being Reina de las Fiestas de Taos.

She has many plans for herself and her royal court. "We will be traveling to interesting places and sharing our culture and traditions," she said. "I also want to help the community as much as I can, particularly the children and the older folks."

She volunteers often. One of her favorite places is Twirl, where she takes care of children so their mothers have a chance to relax. She also volunteers at the CAV Thrift Store and loves



Tina Larkin

to work with little kids as an assistant at the Taos Family Development Center at Taos High School.

La Reina Rodríguez is planning to stay with the Taos High School dance department to share her experience. She has also been part of the drama department and the Orange Crush drill Team.

She plans to attend the University of New Mexico-Taos and later transfer to the Albuquerque campus to pursue a career in medicine

and pediatric care. "I'd like to become a neonatal registered nurse practitioner," she said.

She is the daughter of Renell Romero and Lorenzo Rodríguez of Taos. Her maternal grandparents are Florence and Tim Romero. Her paternal grandparents are Maryjane and Larry Rodríguez.

— Teresa Dovalpage

LA REINA RODRIGUES' SPONSORS

Alex and Debbie Maestas DBA
Taos Financial Strategies
Andrew and Violanda
González
Aryanna Rodríguez
Atira's
Carlos' Barber Shop
David and Denise Maestas and
family
Evelyn Espinoza -Martínez
Illusions Salon
Jamie Acosta
JD and Anna Romero
J&D Electrical Contractors
Jenea Maestas

Joe and Abby Fernández
Jona James and Cletus Smith
Leroy and Isabel Trujillo
Mark Abeyta
Mario Montoya
Mante's Chow Cart
Michelle Palanco
Renell Romero
Rick H. Chávez
Rocky Mountain Chocolate
Factory
Sharon and Sammy González
Stevie, Aram, and Sam Belian
Tim and Florence Romero

¡Que Vivan Las Fiestas de Taos!

We celebrate our 20th year
serving our community
KNIGHT FINANCIAL LIMITED



**Billy, Frank and Staff are proud to be part
of our Taos community.**

Please call us if we can assist you.

*Securities offered through Cetera Advisor Networks LLC, Member FINRA/SIPC.
Cetera is under separate ownership from any other named entity.*

KNIGHT Financial Ltd.

Wealth Management Group

575.751.3388 115 La Posta Road Suite D Taos NM 87571

PRINCESA



KRISTA GENESSA GENEVIEVE CHÁVEZ

Princesa Krista Genessa Genevieve Chávez, the youngest royal court member, is 16 years old and will be a 2015 Taos High School graduate. She is engaged in advance placement classes and has been a member of the Honor Society since seventh grade.

She participates in Taos High School cheerleading and was one of the members who won third place at state in 2012 and second place in 2013.

Princesa Chávez is proud to be a member of the San Francisco de Asís Church community. "I have been a catechism helper for the last three years," she said.

She is energetic and athletic. She enjoys running, dancing, hunting and is a huge bas-



TINA LARKIN

ketball fan. But she also loves to read and is currently finishing "The Great Gatsby."

"I have a list of books that I'm going to read during the summer," she said.

Her plans are to attend the University of Colorado to pursue a career in medicine.

"My goal is to become a radiologist," she said.

Princesa Chávez likes to spend time with her family. She is the daughter of Fatima and Herbert Chávez of Ranchos de Taos.

Her maternal grandparents are Rosie and Patricio Suazo and the late Genevieve Suazo. Her paternal grandparents are Porfiria and Pedro Chávez.

— By Teresa Dovalpage

PRINCESA CHÁVEZ' SPONSORS

Fatima and Herbert Chávez
Grandma Porfiria and Grandpa Pedro Chávez
Amalia "Molly" Martínez
Arturo and Linda Suazo
Chacon Accounting
Auntie Cindy Gallegos
Dan and Pat Rael
Dennis Martínez DBA Northern Paving & Seal Coat
Doug and Stacy Swinehart
Dr. Clarice Pick D.S. PC
Dr. Lucille Gallegos-Jaramillo
Eddy and Anna Abeyta
Edwin and Phyllis Gurule
Ernesto and Antoinette García
First New Mexico Title
Fred and Paula Sisneros
Gloria Duran
Henry Sánchez Jr.

Karen Salazar and family
Kit Carson Electric Co.
Leilani Torres and John Montaña
Leonel Chávez and Esther Winter
Magdalena and Randy Suazo
Margaret Palmer
Moises Martínez DBA Adventure Ski Shop
Mondo Italiano
Nelson and Michelle Abeyta
Nickie Jo McCarty
Nikki Schuler
Phoenix Mechanical, LLC
Patricia G. Salazar
Polished Nail Salon
Que Pasa
Ranchos Plaza Grill
Randall Lumber & Hardware
Rianna and Jesus Herrera
Robert Medina & Sons

Robert and Sue Martin-Trujillo
Romeros Río Grande Propane
Sarah Medina-Martínez
Sharon and Roy Salazar
Start To Finish Collision Repair
Toni Hippeli
Top Notch Towing & Transport
Taos Monte Bello RV Park
Taos Tennis -Kurt Edelbrock
The Peralta Girls
Treats & Sweets
Uncle Derek and Auntie Bertha Valerio
Uncle Mario Chávez
Uncle-Niño Josh and Aunt Carmella Suazo
Vigils Iron Works
Viva Sports
Zekes Auto Supplies

PRINCESA

 DANIA GEORGINA LOYA

Princesa Dania Georgina Loya is 18 years old. She is fully bilingual and a self-confessed tech geek. “I love to work with audio and special effects on films,” she said.

She is a 2013 Taos Academy Charter School graduate and has already taken several dual-credit classes. “I love my school,” she said. “It prepped me up for my future college life, and for my life in general.”

She participated in culinary arts classes through the Taos High School program and won second place in the red chile judges choice at the annual Chile Cook-off. She was also a member of Las Tigres Boxing and helped manage the Taos Tiger Track Team.



TINA LARKIN

Princessa Loya loves learning about technology. She likes hands-on projects and is interested in video game designing, acting, film editing, and learning everything she can about automobiles.

Her plans are to attend the University of New Mexico to pursue a career in mechanical engineering and film production. “I’d like to become a production engineer,” she said.

Her motto is: “Life gets better with patience.”

She is the daughter of Flora and Jorge Loya of Taos. Her maternal grandparents are Eva and Fernando Perez. Her paternal grandparents are Flora and Antonio Loya.

— Teresa Dovalpage

PRINCESA LOYA’S SPONSORS

Alex and Traci O. Filiss
 Bent Street Café & Deli
 Clifford J. Johnson Esq.
 Crystal Ormerod and Valerie Montoya
 Bella and Dan Barrone
 Dennis L. Santistevan Agency DBA
 Farmers Insurance
 Dmitri Calvert
 Edwardo A. Lima Cairillo
 Flora and Jorge Loya
 Gayle A. Densow
 Health Delights
 Juan Márquez
 La Tierra Mineral Gallery
 Luis Pérez
 Manzanares Law Office
 Michael Dean, 95.9 The Mountain

Michael J. Suazo
 Mitchell Theaters
 Moby Dickens Book Store
 Randall Lumber and Hardware
 Ray Martínez
 Reynaldo Rivera
 Sylvia and Lipio Mondragón
 Tanya Loya
 Taos Academy — Karen M. Moulton
 Taos Cookery
 Taos Offroad Performance
 Harwood Museum
 Toby Lavadie
 Terry Boettcher
 Twirl Toy Store & Play Space
 Val Espinoza
 William A. Esquibel

PRINCESA



CRESTINA QUINDARO SARAH MEDINA

Princesa Crestina Quindaro Sarah Medina is 17 years old. She is a 2013 Taos High School graduate. She has participated in Taos varsity cheer-leading for four years and the UCA All American Cheer-leading for three years. Medina was a member of the Poetry Society and the Leadership Council sponsored by Taos High School.

"I have many interests — sports, writing and music among them — but my favorite one is cooking," she said.

She was a member of the Taos High School culinary arts program and took part in competitions held for ProStart, a National Restaurant Association Educational Foundation program for high school students, and SkillsUSA, an or-



TINA LARKIN

ganization made up of students, teachers and industry professionals.

"My grandma Lilly Vigil taught me how to make tamales, tortillas and biscochitos," the Princesa said.

Medina's mother was a Reina in 1966 and her sister in 1996. "I am happy to be a Princesa now," she said.

She plans to attend New Mexico State University to pursue a career in culinary arts. "I'd like to become a gourmet chef," she said.

Princesa Medina is the daughter of Teodora and Cipriano Medina of Taos. Her maternal grandparents are Lilly and the late Cruz Vigil. Her paternal grandparents are Juanita and the late Roberto Medina.

— Teresa Dovalpage

PRINCESA MEDINA'S SPONSORS

1966 Reina de Las Fiestas de Taos
Teodora Vigil-Medina
1996 Reina de Las Fiestas de Taos
Cruzita R. Medina
AC Towing & Transport Service
Bobby Jo and Mary Spears
Cruz and America Medina
Daniella Romero and Maliha
Gonzales
El Taoseño Restaurant
Ernesto and Emy Sue DeHerrera
and Boys
Ernest's General Plumbing &
Excavating

Jane Compton O.D.
Michael's Kitchen
Monica B. Tafoya DBA Smoke &
Mirrors Salon
Phyllis C. and Richard A. Nichols
Paul and Debbie Martínez
Ranchos Plaza Grill
Robert Medina & Sons Concrete
& Sand, Inc.
Ron Salazar
Taos Auto Enthusiasts
Taos County Sheriff's Posse
Village Shop — Bernabe and
Connie García

PRINCESA



KATHRYN ANNE CECILIA VALENCIA

Princesa Kathryn Anne Cecilia Valencia is 18 years old and a 2013 Taos High School graduate. She participated in the Taos Poetry Society and the Speech and Debate Club sponsored by Taos High School.

She has volunteered at the Taos Living Center, been a mentor at Enos García Elementary, and worked the annual enjarre of the San Francisco de Asis Church. "My parents were mayordomos in the Church," she said.

Princesa Valencia enjoys reading, dancing, poetry, talking and playing the piano.

She stands up for her beliefs. "I am advocate of Taos Alive, a society united to reduce substance abuse in Taos County; The



TINA LARKIN

Gay-Straight Alliance of Taos High; and SOMOS, the Society of the Muse of the Southwest," she said.

She has published short stories in the SOMOS annual anthology "Chokecherries" and a poem in a poetry chapbook. She also performed a reading of one of her poems at the Night of 1,000 Stars in 2011.

Her plans are to attend the University of New Mexico to pursue a career in child psychology. "I'd like to become a school therapist," she said.

She is the daughter of Vivian and Frank of Ranchos De Taos. Her maternal grandparents are Alice and Max Baca. Her paternal grandparents are Rebecca and Jose Valencia.

— By *Teresa Dovalpage*

PRINCESA VALENCIA'S SPONSORS

Angela Oliver
2002 Taos Fiesta Princesa Amanda Trujillo
Cat Bennett
Chalupp's Pizza
Chávez Fine Jewelers
Chris Griego and Miriya Griego
Corina and Floyd Grant
Daves Motorcycle Parts & Accessories
David Silva
Dolores and Luis Sánchez Jr. and Family
El Taoseño Restaurant
Little Fish, LLC DBA Gutiz
Lynn Delmargo
Marissa Herrera

Mary Jane's Homecooking
— MaryJane Estrada
Melissa Grijalva
Max and Alice Baca
Paul and Norma Eldredge
Raul McElroy
Grandma Rebecca Valencia
Selena Bañuelos
Sleep Sanctuary
Songs Asian Restaurant
Star Nails
Taos Pizza Outback
Vigil's Towing United
Vivian Valencia
And Several Anonymous Donations

¡Que Vivan las Fiestas! ¡Que Viva Taos!



**Roots, Heritage, Traditions, Culture, Friendships —
One weekend that represents all that makes Taos special.**

Enjoy the Weekend and Be Safe.

Paid for By the Committee to Re-Elect Roberto "Bobby" J. Gonzales, Marcos A Gonzales Treasurer

Que Vivan Las Fiestas de Taos!

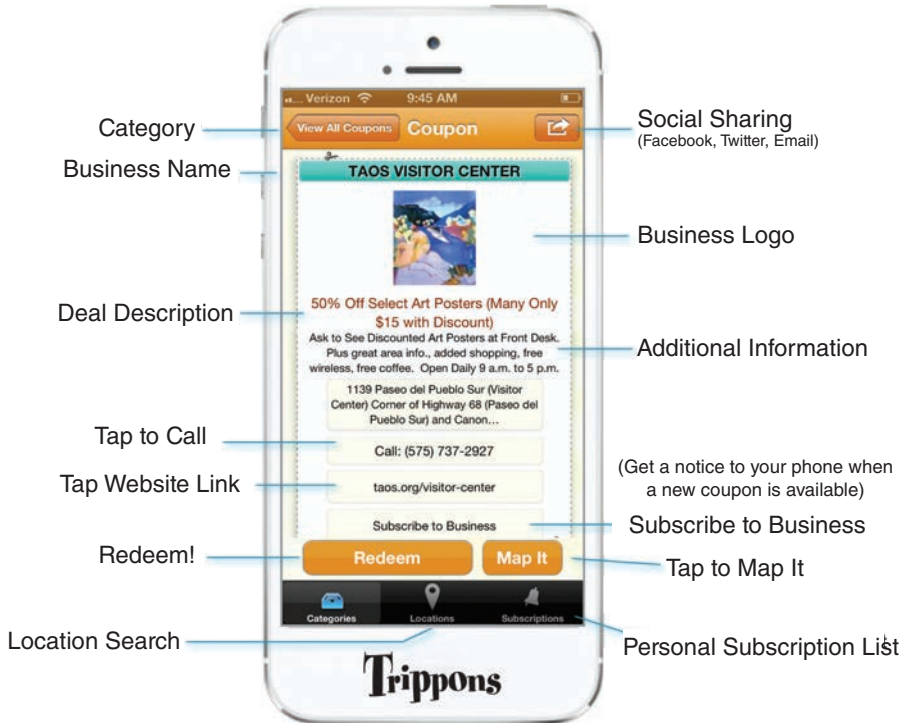


**LOS ALAMOS
MEDICAL CENTER**

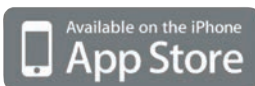
Caring for the community for 60 years

¡Que Vivan las Fiestas!

Save 50% on Dining and Shopping!



Trippons.com



Download the Free app on your smartphone or print a coupon from your computer



Isabella Willard circles on the much loved and historic Tio Vivo.

Megan Bowers

SOMOS gets ready to record memories of Fiestas past

The Taos Fiestas are a centuries-old celebration held once a year, commemorating the feast day of Santiago and Santa Ana, patron saints of the town. The 2013 Fiesta Queen is Angelica Esperanza Rodríguez. Her crowning will take place in Our Lady of Guadalupe Church on Friday, July 19, at 5:30 p.m.

There have been many Reinas and many Fiestas before this one. There are as well many Taoseños who remember them, and hopefully, want to share their experiences. The Society of the Muse of the Southwest (SOMOS), the literary society of Taos, encourages the community to come and share their memories, using modern technology to preserve one of the oldest and more cherished traditions of our town.

AN INVITATION FROM SOMOS

SOMOS and the town of Taos are collaborating in a special project that will keep the memory of previous Fiestas alive and invite the community to be part of this effort.

Are you a former Reina or Princesa de las Fiestas de Taos? Have you participated and

enjoyed the Fiestas before? Do you have any particular experience about them that you would like to share? If so, “We want to hear from you,” says SOMOS Executive Director Kristina Ortez de Jones.

On Saturday, July 20, from 11 a.m. to 5 p.m., the SOMOS headquarters will host a recording booth for people interested in preserving memories of Fiestas past.

“We look forward to knowing about the experiences of Taos residents who have participated in the Fiestas, or those who don’t live in Taos anymore but come here to be part of the celebration,” said Ortez de Jones. “Las Fiestas de Santiago and Santa Ana are a beloved tradition and we would like to record as many details as possible about them.”

The people interested in participating will have a space in the SOMOS offices with enough privacy to talk about their memories in a quiet setting. Each participant will have around ten minutes of recording time. There will be a moderator to ask questions and guide people, interview-style, if necessary.

“But spontaneity is very important too,” said Ortez de Jones. “These are the kind of sto-

ries that you would be sharing with your kids and grandkids, in a very relaxed manner.”

After the recordings are done, segments of them will be publicized on radio stations in *The Taos News* and through other venues.

STORIES AND HISTORIAS

This event is in conjunction with “The Big Read,” a project sponsored nationally by the National Endowment for the Arts, and locally by SOMOS, Taos Public Library, Rocky Mountain Youth Corps and other community organizations.

A kickoff is planned for November and the activities, centered on the bilingual collection, “Sun, Stone and Shadows: 20 Great Mexican Short Stories,” will include lectures, book discussions and public readings in English and Spanish.

“The Big Read” is the largest literature program in the United States, designed to revitalize the role of reading in American culture and promote the transformative power of literature.

“‘Sun, Stone and Shadows: 20 Great Mexican Short Stories’ has the distinction of being the first book published expressly for ‘The Big Read Program,’” said Dana Gioia, National Endowment for the Arts Chairman. “Its stories,

selected with U.S. readers in mind, represent a remarkable array of Mexico’s rich and vibrant literary history. ‘Sun, Stone and Shadows’ is a catalyst for cultural understanding and conversation between the people of Mexico and the United States.”

The collection, edited by Jorge F. Hernandez and published by Fondo de Cultural Económica in Mexico includes short stories by Octavio Paz, Francisco Tario, Elena Garro and Juan Rulfo, among many other distinguished Mexican authors.

“Both ‘The Big Read’ and the recordings we plan to do are about stories,” Ortez de Jones said. “Stories based on our collective memory, and bilingual stories, because we would love to include recordings about the Fiestas in English or Spanish, just like Taos elders have been transmitting their knowledge and wisdom from one generation to another. Our role is to keep them, so they can someday be collected in a bilingual book.”

¡Que vivan las Fiestas de Santiago y Santa Ana!

SOMOS is located at 233 Paseo del Pueblo Sur, across the street from Smith’s grocery store. Phone: (575) 758-0081; somostaos.org.

—Teresa Dovalpage

Voted #1 in 2013 for “Best Mexican Restaurant”

Also
“Best Fast Food”
in 2013

**GUADALAJARA
GRILL**

Taos, New Mexico

Our Special Secret Sauce Makes the Difference!

2 LOCATIONS TO SERVE YOU

SOUTH SIDE 751-0063 • 1384 Paseo Del Pueblo Sur (across from Ace Hardware)

NORTH SIDE 737-0816 • 822 Paseo Del Pueblo Norte Taos (in the old Cid’s Market)


Serving Domestic & Import Beers • Wine • Margaritas



FIRST PLACE



LET'S BRING THEM BACK...



The Town of Taos is seeking YOUR assistance in reaching out to former residents and visitors to show we still love them. We want to get in contact and communicate regularly with these Amigos and give them the opportunity to be in touch with what's happening in Taos and come back to visit more often.

Look for the many things we will be doing to reach out to Amigos de Taos, including our booth at the Fiestas, where you can get your free Amigos packet. You can also register for prizes from Ojo Caliente, The Historic Taos Inn, Museum Association of Taos, Gas Cards, outdoor adventures and Much, Much...More!



Photo by Sirzanne Beauregard



**WIN PRIZES BY GOING TO OUR
WEBSITE AND REFERRING YOUR
FRIENDS TODAY!**

www.amigosdetaos.com





¡Que Vivan las Fiestas!

*Enjoy your friends and family
during this historic event*

**FREE
PREVIEW!**
Test Kit Carson
Communications Fiber
Optic Internet in the
Old County Courthouse
Fiesta Weekend!

*From all of us at
your member owned
electric cooperative*

Kit Carson Electric Cooperative, Inc.



A Touchstone Energy Cooperative
The power of human connections

ELECTRIC TELECOM



TAOS FIESTA COUNCIL 2013 PLAZA ENTERTAINMENT SCHEDULE

FRIDAY, JULY 19

- Noon-12:30 p.m.** — Spanish Sound Track
12:30-1:30 p.m. — Dickie Cordóva
1:30-2:30 p.m. — *Mystic Dance*
2:30-3:30 p.m. — The UZ Band
3:30-4 p.m. — Niños Bailadores
4-5 p.m. — *Legacy of Santa Fe*
5-6 p.m. — Catalina Río Fernandez and Flamenco Nuevo México
5:30-6:45 p.m. — Fiesta Mass, Our Lady of Guadalupe
6:45-7 p.m. — Procession with mariachi
6-7 p.m. — *The Fun Adixx*
7-8 p.m. — Opening Ceremonies on Taos Plaza
8-10 p.m. — Mariachi Encantadores del Río Grande
10 p.m. — Plaza closes

SATURDAY, JULY 20

- 9-10 a.m.** — Mariachi Capitaleño
10-10:30 a.m. — Children's Parade/Mariachi
10:30-11 a.m. — Mariachi Capitaleño
11 a.m.-noon — *Mystic Dance*
Noon-1 p.m. — *Baile Ilusion*
1-2 p.m. — *The Legacy Band of Colorado Springs*
2-3 p.m. — *Los Zapateados*
3-4 p.m. — *The Tanya Griego Band*
4-5 p.m. — *Baile Español*
5-6 p.m. — *Monica Yvette y Grupo Confianza*
6-7 p.m. — *Lydia Rael and Baile Folkloriko de Santa Fe*
7-8 p.m. — *Suave*
8-9 p.m. — *Ana Maria*
9-10 p.m. — *Izcalli In Nanantzin (Danza Azteca)*
10 p.m. — Plaza closes

SUNDAY, JULY 21

- 9:30-10:30 a.m.** — St. Francis Choir
10:30-11:30 a.m. — Audrey Davis Trio
11:30 a.m.-12:30 p.m. — Trio Los Gallos
Noon — Historical Parade
12:30-1:30 p.m. — *Ernestine Romero*
1:30-2:30 p.m. — *Dwayne Ortega*
2:30-3:30 p.m. — *Mezcal*
3:30-4 p.m. — Special Community Presentation
4-5 p.m. — *Gonzalo*
5-6 p.m. — *Severo Martínez y Fuego*
6-7 p.m. — *Darren Cordóva y Calor*
7 p.m. — Closing ceremonies

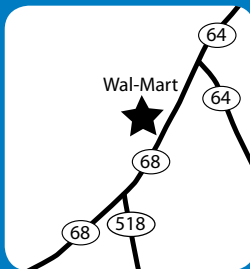
** Italicized performers have donated their time, talent and performance to the community. The council thanks each of them for their generosity. Schedule is subject to change. Up-to-date information can be found at fiestasdetaos.com.*



Unbeatable savings
every day

Plus, we will match any
local competitor's
advertised price.

Walmart 
Save money. Live better.™



926 Paseo Del Pueblo Sur • Taos, NM 87571-5966 • (575) 758-1136



FIESTA COUNCIL

Taos Fiesta Council works tirelessly to keep traditions alive

“A centuries-old Fiesta celebrating the gathering of generations to enjoy delicious cuisine, traditional music, and fellowship, while honoring the cultural uniqueness of Taos.”

This is the basis for the Taos Fiesta Council’s Mission. Through the years themes have changed, dedications have been made and honorees have been recognized, Reina’s and Princesa’s have been crowned, and Grand Marshalls have varied, but the traditions, and values of this incredibly significant event remain unchanged.

Fiestas are a time for families, friends and visitors alike to gather in celebration of life’s abundant blessings. It’s a given that you will see someone you haven’t seen in ages and find the time to actually sit down and visit with them (comadrear). That special someone in your childhood, the high school classmate you lost touch with after graduation, that Taoseño you don’t see any more, except during Fiesta time. Weddings, class reunions, family reunions and other special events — even a softball tournament — are scheduled specifically to coincide with Fiesta weekend. This is precisely the reason the tradition of Fiestas must be kept alive.

The Taos Fiesta Council is grate-

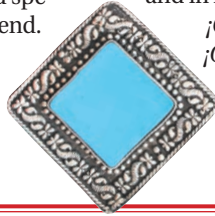
ful for Taos’ ancestors who had the vision to bring community and family together once a year to celebrate one another, along with our history. We live for today and plan for our future, but we must never forget our past to know where we come from and remember those who forged our path for us to move forward.

It is also noteworthy to emphasize the Fiestas direct, overall economic impact for Taos as a whole. The community has continued to embrace “Fiestas” and has voted this historical celebration the “Best of Taos” yearly since the contest’s inception. The Taos Fiesta Council works tirelessly throughout the year to continue to bring the Taos Fiestas to fruition. The community’s exceptional support is the motivation behind the Council’s efforts year after year in maintaining such a vital event in Taos County.

Thank you former Fiesta Council members for your selfless dedication and personal time to the Fiestas. Thank you, Taoseños, for your support in honoring Taos’ ancestor’s vision and in helping us to preserve our traditions.

*¡Que Viva Taos! ¡Que Vivan las Fiestas!
¡Que Vivan los Taoseños!*

*Cariñosamente,
El Concilio de las Fiestas de Taos*



2013 TAOS FIESTA COUNCIL, INC.

OFFICERS

Don Francisco Trujillo II,
President
Kathleen Branchal,
Vice- President
Joseph Quintana, Treasurer
Anna Herrera, Secretary

MEMBERS

Christine Barela
Joaquin Gonzales
Christina Rose Martinez
Donna Jo Martínez
Durin McCash

Manuel Medina

Remedios “Remi” Medina
Jasmine Peralta
Evangeline ‘Vangie’
Romero
Sonya F. Romero
Bernadette Trujillo
Teresa Trujillo
Elma Vigil

AUXILIARY

Edward “Bardo” Coca
Jose Coca
Kesha Dudley

Andy Fambro

Charlotte Perez Fambro
LeAndra Medina-Gordon
Reuben Martínez
Theresa Martínez
Angelica Miera
Daniel Miera
Renetta Miera
Christina Montez
Ronald Montez
Elizabeth ‘Liz’ Peralta
Celsa Vigil
Patrick Vigil



TORIBIO'S



MEXICAN RESTAURANT

“¡Que vivan las Fiestas!”

Breakfast
(served all day)

Lunch & Dinner Plates
(all plates served w/ rice & beans)

Imported & Domestic Beer & Wine
Wine Margaritas

Open 7 Days a week 7am - 8pm
1637 Paseo del Pueblo Norte . El Prado
(just south of the old blinking light)
(575) 754-4431

Visit Our New Location:
1104 Paseo del Pueblo Sur . Taos
(located in the old
Subway on Bertha Street)
(575) 758-3060



¡Que Vivan Las Fiestas!

Robert Medina & Sons Concrete

(575) 758-3217 • 915 Kit Carson Rd



2013 FIESTAS DE TAOS GRAND MARSHALS



EDDIE AND ANNA ABEYTA



COURTESY PHOTO

Eddie and Anna Abeyta have been selected by the Taos Fiesta Council as the official 2013 Grand Marshals of the Historical Parade to be held Sunday, July 21, at noon.

Mr. and Mrs. Abeyta have been married for 45 years. They are blessed with two children, Lisa Abeyta-Valerio, vice principal at Taos High School and Eddie Joe Abeyta, a firefighter with the Taos Fire Department. They have six grandchildren — the eldest, Leah Abeyta, was a Taos Fiesta Princesa in 2007. Their children and grandchildren are involved in the Fiestas in one way or another, establishing their own fiesta memories that they too will treasure.

Eddie was an educator for 30 years and retired as superintendent of the Taos Municipal School System in 1989. Anna has been a nurse since 1965 and has been employed at Holy Cross Hospital for 43 years; she has been chief nursing officer for the past 17 years.

Eddie and Anna Abeyta have been supporters of the Taos Fiestas since childhood. Eddie recalls participating in the Fiestas with his school children's involvement in the Fiesta Parade. Eddie joined the Jaycees of Taos and became very involved with the Fiestas; prior to the establishment of the current Taos Fiesta

Council in 1980, the Jaycees would decorate the plaza with luminarias, arrange for the Reina selection, sponsor the Queen's Ball and even sweep the Plaza after each session.

Anna remembers coming to Taos every year for Fiestas and staying with grandparents, Cristoval and Kate Quintana. She, her brother and uncle would participate in the children's parade; their highlight was getting a ticket for the movies. Hanging out with her friend and cousin Yolanda Archuleta became a tradition every year since childhood. To this day, Eddie and Anna's out-of-town relatives arrange their vacations to coincide with the Fiestas, so essentially it has become a time for family reunions.

The Taos Fiestas have been an integral part of the couple's life, from childhood to the present. Eddie and Anna bring their folding chairs (rain or shine) and plunk themselves in the plaza for three days to thoroughly enjoy the entertainment throughout the Fiestas. The traditions that the Fiestas have brought to Taos as a community and to the Abeyta family will always be treasured.

In light of the honor of being grand marshals, the Abeytas say, "¡Que Viva la Fiesta de Taos! God Bless and Enjoy!"



**A great event inspires more than
just the attendees.**

It inspires the entire community.

At U.S. Bank, we are committed to making the communities in which we work and live a better place. Our commitment means supporting the programs and organizations that enrich the quality of life for our neighbors.

¡Que vivan las fiestas!

Taos Main Office
120 W Plaza Taos, NM 87571
575-737-3540

usbank.com
Member FDIC

All of **us** serving you®



Que Vivan las Fiestas!



Taos Community Foundation
Building reservoirs to nourish
the wellbeing of our community.
For Today and Tomorrow.

WWW.TAOSCF.ORG 575 737 9300



DEDICATED IN HONOR OF ROSEMARY VIGIL

The Taos Fiesta Council respectfully dedicates the 2013 Fiestas de Taos in memory and honor of Rosemary Vigil for her lifelong commitment and dedication to our children, and to the preservation of our centuries-old tradition of Las Fiestas de Taos. Vigil, a Taos educator, was born on Aug. 19, 1968, in Taos, to Adelmo and Regina Vigil and went on to be with the Lord earlier this year. She was a resident of Arroyo Hondo.

In speaking with family and friends, they had this to say about Rosemary:

As a little girl, Vigil demonstrated her intelligence, kindness and attractiveness; she was the family's little jolly girl, bringing everybody in the family ceaseless laughter, lightheartedness, and fun. Whatever she set her mind to, she did a great job; her interests were very diverse; she was naturally openhearted, energetic, verbal and communicative. With everyone, whether relatives, family friends, or neighbors — young or old — without exception she would develop meaningful relationships and make them happy.

Conserving the culture, traditions and language in her community was especially important to Rose. The Fiestas de Taos were on the top of her list. Since her childhood she attended the Fiestas with her family. As an



COURTESY PHOTO

adult, she would wake up early each morning of the Fiestas and leave immediately for Taos Plaza. She didn't want anyone to take her favorite spot on the plaza, since she had to have the best view of the stage to enjoy the entertainment throughout each day.

She was also very involved in her church community, belonging to the restoration committee of Our Lady of Sorrows

Catholic Church in Arroyo Hondo, where she taught the youth in preparation of receiving the sacraments of Confirmation and First Holy Communion.

Vigil set her life career goals early on, determined to go abroad to see the world and become an independent and well-educated woman; she knew what she needed and never wavered in pursuing those goals. She entered a profession dedicated to helping young people achieve their full potential. In her career in education she worked diligently, and as a result shaped students' lives. She taught more than just science, math and language — she taught her students to live. Vigil was a pillar of support, an epitome of strength, as loving as a mother, as strict as a father, as caring as a friend, a disciplinarian, yet always so approachable and warm at heart. Her teachings will live long through the lives of her students.



Taos. Travel-sized.
www.taosnews.com

Dining Entertainment Calendar



*The royal lineage:
Las Reinas throughout Fiestas history*

2012
Juliette Elizabeth Rebekah Peralta
2011
Anna Eloisa Vásquez
2010
Desiree Briana Apodaca
2009
Angelica Lydia Salazar
2008
Amogene Olaya Martínez
2007
Ana Alicia Romero
2006
Micayla Corral-Jeantete
2005
Maria Elena Martínez
2005
Elena Villafranca
2004
Stephanie Romero
2003
Jessica Quintana
2002
Contessa Trujillo
2001
Sonya Francesca Romero
2000
Crystal Martínez
1999
Maya Martínez
1998
Samantha Gallegos
1997
Monica Tafoya
1996
Crucita Roberta Medina
1995
Roxanne Anderson Pérez
1995
Evelyn Trujillo
1994
Karina Gallegos
1993
Santana Tafoya

1992
Leandra Medina
1991
Katrina Lucero
1990
Gina Varos
1989
Albertina Espinoza
1988
Denise Jeantete
1987
Fatima Suazo
1986
Stephanie Córdova
1985
Erlinda Sanchez
1984
Wenda Martínez
1983
Judy Suazo
1982
Carmen Vigil
1981
Lorraine Romero
1980
Darlene Vigil
1979
Natalie Padilla
1978
Diana Valerio
1977
Grace Coca (Chávez)
1976
Gina Ortiz (Osburn)
1975
The late Veronica Romo (Miera)
1974
Bernice Sandoval
1973
Carman Ledoux
1972
Christine Mondragón (Vargas)
1971
Stella Lucero (Hokanson)

1970
Carla Martínez
1968
Yvonne Santistevan
1967
Carman Mares
1966
Teodora Vigil (Medina)
1965
Lupe Valerio (Dominguez)
1964
Sylvia Struck (Roybal)
1963
Frances Cohn (Miller)
1962
Gleecy Martínez (Buttler)
1961
Maida Mares (Martínez)
1960
Rosalie Otero
1959
Elizabeth Naomi Varos
1958
Diana Rael
1957
Martha Martínez
1956
Manuelita Mondragón (Mullins)
1954
Stella Martínez
1953
Lucille Trujillo
1952
Cecilia Martínez y Salazar Torres
1949
Lucille Ortiz
1948
Porferia Valerio
1936
Alice Martínez (Knight)
1927
Marcia Anaya (Wheaton)

¡QUE VIVAN LAS FIESTAS!



*Competitive Prices
Largest Selections
Friendly Staff
Something For
Every Taste*

*Presently Stocking:
Over 3500 Wines
950 Beer Choices
105 Single Malt Scotches
240 Types of Vodka
230 Tequilas
136 Types of Rum*

*Temperature Controlled Wine Cellar
Wine Manager on Duty
We also carry over 20 varieties of keg beer
Wine tasting every Saturday 4pm - 7pm*

505-455-2219

**Hwy 84/285 • 34 Cities of Gold Rd.
Pojoaque 87506**



KOKOMAN
— FINE WINE & LIQUOR —

SPIRITS

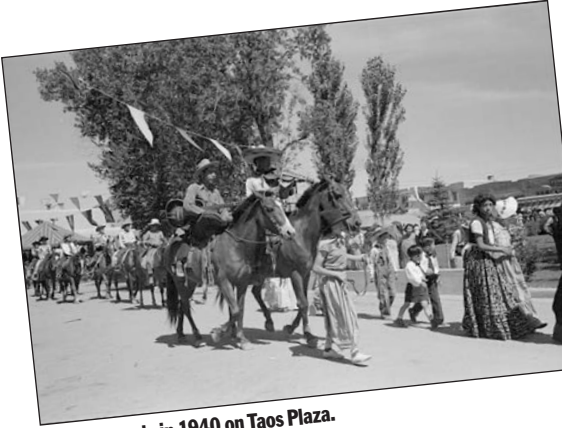
Established 1981



2013 FIESTA DE TAOS



Las Fiestas de Taos, a traditional celebration honoring the two saints of Taos (Santa Ana and Santiago), has been a mainstay of Hispanic culture for generations.



Fiestas parade in 1940 on Taos Plaza.



File Photo



File Photo

La Reina Anciana Rufina Salazar and her husband Cipriano Salazar, dancing at Fiestas in 1992.



File Photo

“DELICIOUS,
AUTHENTIC
NORTHERN
NEW MEXICAN
FOOD”



JOIN US FIESTA WEEKEND.
Thank you for the last 13 years!

RANCHOS PLAZA GRILL

8 St. Francis Plaza • (575) 758-5788

Next to San Francisco de Asis Church



\$4,000,000



RETURNED TO YOU.

In 2012, our members earned over \$4,000,000 through their participation in their credit union.

Find out how you can
EARN YOUR RETURN
at NMEFCU.ORG.



**NEW MEXICO
EDUCATORS
FEDERAL CREDIT UNION**

The Power of WE.

630 Paseo del Pueblo Sur
575.776.2703 • 800.347.2838 • nmefcu.org
Federally insured by NCUA