





2 • 2014 Las Fiestas de Taos



## Tradition \trə'dishən\

The transmission of customs or beliefs from generation to generation, or the fact of being passed on in this way.

PROUDLY HONORING CENTURIES OF TAOS TRADITIONS



Where You're Always A Winner!

575 .737.0777 or 888.WIN.TAOS TaosMountainCasino.com Located on the historic Taos Pueblo

NEW MEXICO'S ONLY 100% SMOKE FREE CASINO!! CASINO HOURS: Sun - Thur 8am - 1am, Fri & Sat 8am - 3am

## President's Welcome

#### BIENVENIDOS A LA TIERRA DE DIOS!

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 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 grandparent's instilled upon us, as did their grandparent's 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 the historic Taos Plaza.

This year's theme is "¡Estimar a los Maestros: Celebrar la Educación! – Appreciate Teachers: Celebrate Education!"

This theme was chosen in order to recognize and thank every member of our educational system — past, present and future — for helping to develop the whole child, generation by generation. It is with a deep sense of pride that we acknowledge our community educators at all levels: public and private; college, high school, middle school, elementary, pre-school and nursery; teachers, professors, administrators, and support staff; retired, tenured, employed or in school. Thank you to each of you for choosing such noble professions and for providing our community with quality education.

My maternal great grandmother, Doña Sinforosa



Marina Naranjo de Santistevan was a teacher and at the turn of the last century, taught 1st through 12th grades in one classroom. My Aunts, Linda Romo, Mary Ann Romo and Kathy Romo each retired after 30-plus years dedicated to educating our children one classroom at a time. In my family, at every level, education has been a cornerstone and countless other family members have worked diligently to improve the lives of the children in our county. Our children are our future and we have an obligation to invest in each of them.

Courtesy Photo 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 is not. Take the time during this Fiesta weekend to thank God for what you have (not to dwell on what you don't), breathe in the fresh mountain air, take the time for 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

- 6 Invitation from the council
- 6 List of official sponsors
- 8 2013 Reina's Farewell
- IO 2014 Reina's Welcome
- I 2 Welcome from the town of Taos
- I 2 Welcome from Taos County
- 14 Welcome from Taos Pueblo
- 14 Welcome from the Intergovernmental <u>Council</u>
- 16 Fiestas pageant history
- 18 Royal Court profiles
- 20 Reina Peralta

- 22 Princesa Silva
- 24 Princesa Torres-Vigil
- 26 Entertainment schedule
- 27 List of past Reinas
- 28 Fiesta Council
- 29 Grand Marshals
- 30 Dedication: Anthony Gutíerrez



Enjoy your friends and family during this historic event



From all of us at your member owned electric cooperative



### The Taos Fiesta Council cordially invites you to attend the following 2014 Fiestas de Taos Events

FRIDAY, JULY 18
FIESTA MASS AND CROWNING OF QUEEN AND COURT
Our Lady of Guadalupe Church
5:30 p.m.

Official Fiesta Opening Ceremonies

Taos Plaza

7 p.m.

Saturday, July 19 Children's Parade Enos García Elementary to Taos Plaza 10 a.m.

> Sunday, July 20 Historical Parade Paseo del Pueblo Sur Noon

Official Fiestas de Taos Sponsors

### Turquoise Sponsors Taos Fiestas Council, Inc

Taos County Town of Taos

#### CORAL SPONSORS

The Taos News Webb Design

#### Amigos De Las Fiestas

Centinel Bank of Taos, New Mexico Cook's Home Center Copy Queen of Taos DMC Broadcasting Historic Taos Inn Kit Carson Electric Cooperative
New Mexico Mounted Patrol
New Mexico State Police
Peoples Bank
Randall Lumber & Hardware, Inc.
Taos Center For The Arts
Taos County EMS
Taos County Sheriff's Department
Taos Fire Department
Taos Kiwanis Club
Taos Police Department
US Bank, Taos Branch
Viva Sports

# IQUE VIVAN LAS FIESTAS!







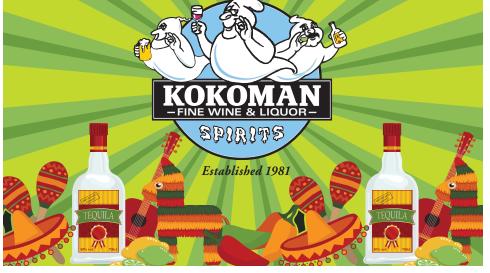
Competitive Prices
Largest Selections
Friendly Staff
Something For Every Taste

Over 3500 Wines 1000 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



# Angelica Esperanza Rodrígues A farewell from La Reina de Las Fiestas de Santiago y Santa Ana de 2013

#### Bienvenidos Familia y Amigos de Taos

his past year has been one of the greatest experiences ever. I am truly blessed to be a part of this beautiful tradition of Las Fiestas de Taos. Throughout my reign I have learned more about my culture and the traditions it holds, but most importantly I've learned about who I am as a person. If I could experience this over again, I would do it in a heartbeat. As honored as I am to have carried such a strong role in my community by being La Reina de Las Fiestas de

Taos 2013, I am extremely proud that I got the chance to help keep our traditions alive.

First and foremost, I would like to thank my mom, Renell Romero. You are my rock, my hero, and my best friend. I love you with all my heart. I could not have gotten through my reign without your help. When I felt overwhelmed and restless you were there to help me stand taller and stronger. You will always play a huge roll in my life, thank you for sharing this experience with me, your love, encouragement and support will always be valued and appreciated. I would like to give thanks to my family who has been such a support to me during my reign. Thank you to my grandparents, Tim and Florence Romero, and my little sister, Aryanna, for your endless love and understanding. To my father, Lorenzo Rodrígues, thank you for expressing an interest in all my endeavors, I appreciate your presence. To my Aunt Denise, Uncle David and my cousins, Jesse, Jeremy and Jenea for not only introducing me to the Fiesta Council but for offering your time, knowledge and talents to make my fiesta experience a memorable one. I would also like to thank all the wonderful people who granted me their everyday love and support, and entrusted me with their gorgeous jewelry and beautiful clothing; The Fernández Family, Mrs. Evelyn Espinoza-Martínez, and Mrs. Linda Medina.



Tina Larkin

To my beautiful and fun loving Princesas, I could not have asked for a better group of girls to have shared this experience with. We have made a friendship that has been built by wonderful memories that will last a lifetime. Thank vou Princesas Krista Chávez, Dania Loya, Crestina Medina, and Kathryn Valencia; you lovely, young women will always have a place in my heart. To the strong yet comedic group of young men who escorted us to all our events, thank you for your camaraderie and gentlemanly deeds. I would also like to thank all the families and sponsors that

came together for us: your presence and support was significant and appreciated.

On behalf of the 2013 Fiesta Court and our families, I would like to thank the Taos Fiesta Council for making all of this possible, and granting future generations the chance to be part of something much more. To Vangie Romero, Sonya Romero, Elma Vigil, and Remedios 'Remi' Medina, there aren't enough words to express our appreciation. You took us under your wings and watched over us, showed us support, gave us confidence and guided us in representing our community with grace and class. Thank you and please keep doing what you do; it will never go unnoticed.

To the 2014 Royal Court, welcome to a whole new adventure! I encourage you, young ladies, to embrace this experience with all your heart because there will never be anything like it. I wish you all the best of luck on this journey. I know you will all represent our magnificent community of Taos with beauty, grace and confidence. Cherish every moment, build friendships and remember where you are from. God bless you all!

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

Angelica Esperanza Rodrígues La Reina de Las Fiestas de Taos 2013

## JUST IN TIME FOR SUMMER!

Online. Anytime. Anywhere.



taosnews.com/visitors



taosmenus.com



# Jenna Rose Louisa Amelia Peralta A WELCOME FROM LA REINA 2014

#### Bienvenidos a Las Fiestas de Taos

uchas gracias a todos por la oportunidad a servir como la Reina de las Fiestas de Santiago y Santa Ana por el ano dos mil catorce. I am truly honored and blessed to have this opportunity to represent my loving family, my wonderful church, my unique culture and the most beautiful community of Taos. I admire and respect every single culture in this community because

they each add to the splendor of this town and they support each other in a positive

Las Fiestas has greatly impacted my life ever since I was a little girl. I have grown to witness and learn the importance and beauty Las Fiestas have to offer in preserving our community's rich history, culture and traditions. Now, I am committed to preserve and pass down my knowledge and passion of Las Fiestas to future generations. I am more than ecstatic to be a positive role model for our youth and our community. I am honored to accept the title as La Reina and I promise to uphold the position to the best of my ability.

In honor of this year's theme: "Appreciate Teachers/ Celebrate Education," I would like to extend a sincere and heartfelt thank you to all of the teachers throughout Taos County. Your desire to educate the youth in this community and to prepare us with a significant future will never go unnoticed. You all hold a leading role in encouraging the preservation of our culture and allowing us to find value in it.

To my court, Princesas Sofia Silva and



prestige. We are proud to show others why Taos is a memorable and sacred community.

Sonya Torres-Vigil, you

are strong, independent

to represent Taos. I am

proud to be part of Las

and I am looking forward

memorable journey with these two beautiful young

ladies. Though the year

has just begun, I know

from the bottom of my

and I will represent Taos

with pride, pleasure and

heart the fiestas court

Fiestas con mis amigas

to having a fun and

and amazing role models

I would like to thank my supportive friends and family. Thank you to my parents, Dina and Joey Peralta, and especially my two beautiful sisters, Jasmine and Juliette. I would also like to thank Aresenio, Kathy and Tessa Córdova who brought Los Pastores into my family and who keep the strong traditions alive from generation to generation. A special thanks to my Nina, Nino and god sister who have guided me into Las Fiestas and believed in me since day one. To The 2013 Royal Court, you are a beautiful and respectable role models and I hope to follow in your footsteps. A huge thank you to the community of Taos for supporting my court and me in this endeavor. And most importantly, thank you to the Taos Fiesta Council for presenting my court and me with such an amazing opportunity and honor that will be unforgettable.

Muchísimas Gracias, y Dios Los Bendiga y Que Vivan Las Fiestas De Taos!

Jenna Rose Louisa Amelia Peralta La Reina De Las Fiestas De Taos 2014 4 out of 5 consumers shop mobile.\*



Is your website only talking to the 1 who doesn't?

\*(Source: Comscore, 2012)

## Get select CenturyLink Grow Solutions for the first month FREE.

It's time to grow your business.

### Upgrade your website with online tools that can grow your business.

If you're going to grow, you have to be competitive—and the best way to do that, is to make your website the best it can be. We can help. CenturyLink's Grow Solutions offer everything from website development and hosting to optimizing online searches for your business. And when customers are on your website, we can help you sell by making the customer experience even easier. Don't put it off.

Let's talk about growing your business today.

### **Grow** — Website Improvement and Security



As low as per month / url

### Call 877.420.2842 today and get the first month FREE or visit CenturyLinkCloudNM.com.



SaaS Cloud Application First Month Free Offer—New or existing customers making a new Software-as-a-Service (SaaS) purchase, who do not already host their website with CenturyLink. Available on qualifying SaaS applications except DNR/T and SSL Certificate. Customer may need to input valid credit card number and qualifying promo code at time of purchase. Customer will be billed the monthly service charge 30 days after purchase and each month until service is canceled by customer. Offers available for a limited time. General — Services and offers not available everywhere. CenturyLink may change or cancel services or substitute similar services at its sole discretion without notice. Offer, plans and stated rates are subject to change and may vary by service area. All services may require payment by credit card with U.S. based billing address. Monthly recurring charges will be assessed in advance and are non-refundable under any circumstances and usage-based and non-recurring charges will be assessed when incurred or on the first day of the next billing cycle, at CenturyLink's sole discretion. Offers may not be combined. Additional restrictions may apply, Plans, Terms and Conditions - Customer must accept CenturyLink's terms and conditions and all applicable third party terms and conditions, as required. Service level agreements (SLAs) in the terms and conditions describe customer's sole remedy for service quality or performance issues of any kind. All rates exclude taxes, fees and surcharges, as applicable. Monthly recurring charges include listed features and service may have a bundle term commitment. © 2014 CenturyLink. All Rights Reserved.

# FROM THE TOWN OF TAOS

s the mayor and town council of the town of Taos, we are proud to host the 2014 Fiestas de Taos here in the heart of our community on the historic Taos Plaza.

It's a time for reunions, parades, music, dancing and the celebration of all the wonderful memories and traditions of our community.

Whether you are a lifelong resident who fondly remembers your first ride on Tío Vívo and your first Fiestas parade, or this is the first time you will get to dance on the Plaza under 100-year-old trees with your friends and neighbors, we promise that you will experience Taos at its best.

This wonderful blend of our religious,



agricultural and Hispanic culture brings us all together in one place for one beautiful New Mexico summer weekend in celebration of the Fiestas de Santiago y Santa Anna and our rich heritage.

We would like to thank the Fiestas Council and the many volunteers and participants that make the Fiestas such a wonderful event. Congratulations to La Reina de las Fiestas de Taos y Las Princesas de el año 2014.

Bienvenidos, nuestra comunidad es su hogar! Welcome, our community is your home!

> Mayor Dan Barrone and the Taos Town Council

# Bienvenidos! Welcome! FROM TAOS COUNTY

his Year's Fiestas de Taos, honoring the patron saints Santiago and Santa Ana are also dedicated to all those wonderful individuals, past and present, who have been involved and worked in our education process throughout Taos County, in both the public and private school sectors.

This year's Taos Fiestas theme is: "Appreciate Teachers — Celebrate Education/Estimar a los Maestros - Celebrar la Educación'. Much can be said about the many

dedicated individuals whom have carried the torch in educating the youth of Taos County. All have produced thousands of students and graduates that we can be proud of and who have helped to move Taos County forward for centuries.

On behalf of the Taos County Board of Commissioners, other elected officials, including Taos County treasurer, assessor, clerk, probate judge, sheriff, magistrate and district court judges and all our staffs, I congratulate the Fiesta Council for all the hard work and dedication they demonstrate on a yearly basis to put on this historic and time-honored event we call Fiestas. This year's Fiestas Council has chosen the late Anthony Gutierrez, longtime educator, athletic director and coach as an example to represent those who have served in our school systems, both public and private.

For more many years now, Taos County has worked jointly through cooperative agreements and hard work with all our university and school leaders.



Courtesy Photo

For many years, the old Taos County courthouse on Taos Plaza housed the administrative offices of the Taos Public Schools. This old courthouse building continues to shine on Taos Plaza as an example of the hard work and dedication of Taos County and its residents.

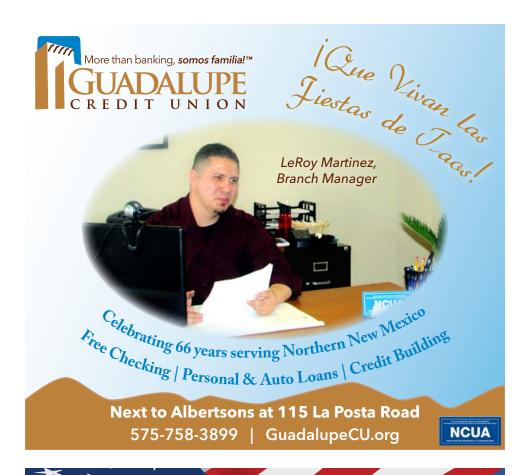
Fiestas de Taos, honoring our Patron Saints Santiago and Santa Ana — have celebrated for generations the coming together of Taoseños and visitors alike. For me, memories of riding the Tío Vívo as a young man

and the aroma of cotton candy have always been some of the best memories I can conjure up of Fiestas de Taos past. The beautiful queen and her court dressed up in Fiestas attire and local musicians playing their favorite tunes sum up those wonderful memories of Fiestas de Taos.

On behalf of those who proudly serve the people of Taos County, we at Taos County government, wish the Taos Fiesta Council, the Taos Fiesta Queen and her court, a momentous and safe fiesta celebration. There is much reason to celebrate. The Taos valley and its surrounding communities are made up of a multicultural and colorful people. Taos Fiestas are a good opportunity to come together to celebrate our county and home with its diversity and time honored traditions!

¡Que Vivan Las Fiestas de Taos y toda se gente!

Gabriel J. Romero, Chairman, Taos County Board of Commissioners



# ¡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



#### FROM TAOS PUEBLO



Rick Romancita 2014 Taos Pueblo Gov. Clyde M. Romero Sr.



Rick Romancito 2014 Taos Pueblo War Chief David G. Gomez

aos Pueblo joins the town of Taos and surrounding communities in welcoming everyone to the 2014 Fiestas de Taos. Fiestas de Taos is a time to join neighbors in celebration and to give thanks for the special place where we live: the ancestral and continual home for the Taos Pueblo people.

We also would like to extend an invitation to the public to attend our celebration of Santiago and Santa Ana feast days on July 25 and 26 at Taos Pueblo. We will perform corn dances around 2 p.m. each day.

Our main feast day, for San Geronimo, will take place on Sept. 30. On that day we will have foot races, beginning around 7 a.m. San

Geronimo Feast Day, in addition to honoring traditions, is a trade fair that has a history going back centuries, when our people traded with other Indian tribes and later, with non-Indians.

Our Pueblo has been honored by the United Nations as a place of great significance in the world. UNESCO has honored Taos Pueblo's living culture, which we continue to practice as we have for centuries. We hope you will be able to visit 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 taospueblo.com for more information.

> Governor Clyde M. Romero Sr. War Chief David G. Gomez

#### From the Intergovernmental Council (IGC) OF THE ENCHANTED CIRCLE

n behalf of all the elected and appointed officials of the Intergovernmental Council (IGC) of the Enchanted Circle, welcome Taoseños and visitors to Las Fiestas de Taos. Our 13 members include Taos County, Town of Red River, Town of Taos, Village of Angel Fire, Village of Eagle Nest, Village of Questa, Village of Taos Ski Valley, Picuris Pueblo, Taos Pueblo, Peñasco Independent School District, Questa Independent School

District, Taos Municipal School District, and the University of New Mexico-Taos.

Las Fiestas, a four-century tradition, has been passed down from generation to generation as a way to preserve Taos' rich and varied cultures. We invite our visitors to tour the many cultural and historic sites throughout the Enchanted Circle and experience the cariños of our citizens and



communities. This festive event is a wonderful opportunity to experience fellowship and unity while surrounded by the beauty of Northern New Mexico.

This year it is a pleasure to honor and express our gratitude to the teachers in our lives: our first teachers (parents and family), the classroom teachers (preschool to college), our mentors, our elders, and those that support and inspire us.

Appreciate Teachers: Celebrate Education! ¡Estimar a los Maestros: Celebrar la Educación!

Welcome! ¡Bienvenidos! Hee-Ya-Ho! ¡Que vivan Las Fiestas de Taos!

Barbara L. Wiard, Chairperson Intergovernmental Council of the Enchanted Circle Mayor Pro-Tem, Village of Taos Ski Valley

**Proud Annual Supporters of the Taos Fiestas!** 

### iQue 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

GM Henry Valencia, Inc.

You can count on us FOREVER!

THE DEALER WITH A CHOICE 3 GM PRODUCTS AVAILABLE







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



Go to the Plaza, listen to the music, watch the dancers, let the kids ride the Tiovivo, go to the parade, celebrate TAOS... It's what WE do.



i Que vivan las fiestas! i Que vivan nuestras tradiciones!

# An insider's look at Taos' Royal Pageant

he Taos Royal Pageant takes place every year in June to choose a queen, *la Reina de las Fiestas de Taos*, and her Royal Court. Sonya F. Romero, the pageant coordinator and co-chair, and former *Reina de las Fiestas*, offers details about the rules, regulations and main goals of the competition.

#### THE CONTESTANTS

The Taos Fiesta Royal Court Committee begins searching for contestants every first of April and accepts applications for the whole month.

The contest is open to young ladies between the ages of 16 to 19 who reside in the Taos area. They need to be Catholic and bear a Spanish surname, either paternal or maternal. They should also understand that they are committing for a year to the representation of the role they seek to achieve.

#### PREPARING FOR THE PAGEANT

Once they have been accepted into the competition, the contestants are required to contribute to their own presentation throughout the pageant. There are only two unseen aspects of the pageant: seeking out sponsors and a written essay.

The contestants seek sponsorship to help in their travels as ambassadors representing their community of Taos. Ultimately, the monies collected are used as a one-point difference if there should be a tie.



The written essay section is where the contestants write a personal interpretation of the history of Taos plus the Fiestas theme, which changes every year.

"This year we focused on education, so the contestants incorporated their own educational experiences into their essays," Romero said.

The contestants should also prepare a speech that can be read at the beginning of the competition. It can be in English or Spanish, or be bilingual. The speeches are their introduction to the judges and audience; they explain why participating in the pageant is important for them, and mention their academic pursuits and future goals.

The ability to write is also important for the fashion segment. The contestants write another short essay, this time in the third person, describing their chosen attire and accessories. The emcee reads it while they walk across the stage and model.

#### More than a pretty dress

It is required that the contestants wear traditional Taos Fiesta outfits — they can interpret the concept of "traditional," but it still needs to be something identifiable as a Taos Fiestas attire.

For most contestants it is an honor to wear an item that may belong or have belonged to a beloved family member, or holds a special meaning for her. The 2014 Reina, Jenna Rose Louisa Amelia Peralta, referred to a silver bracelet with three bands that represents the close relationship she has with her two sisters, who have also been members of the Royal Court.

"When I ran for Reina I had the most beautiful velveteen plum dress adorned with the most stunning jewelry and belt I have ever worn," said Romero. "My family was so proud of me that they all contributed something for me to wear so I could feel my past and present close to me."

#### TAOS TALENT

The talent competition more than often consists of the contestants dancing, singing or playing an instrument. But as time has passed, the interpretation of a "Taos talent" has welcomed several modern day

talents such as gymnastics and taekwondo demonstrations.

"Though they are not necessarily considered 'traditional,' they are still a part of that young lady's history and we want to acknowledge those talents and skills as important leadership experiences that are currently being represented in our community," said Romero.

#### Dancing with Los Niños

The group dance is also a key element. The contestants practice traditional dances like *Jesusita en Chihuahua*, *La Raspa* and *El Vals de los Paños* for a week with Luzita Trujillo, the founder and director of Los Niños Bailadores de Taos.

"The judges want to see how well the contestants work together and with the children," said Romero. "We also want to encourage the young ladies and gentlemen of Los Niños Bailadores to one day participate in the Taos Royal Court."

#### QUESTIONS—THE FINAL STAGE

The impromptu questions are designed to test the contestants' communication skills. They also show how confident they are, how much they know about Taos history and their own Royal Court roles, and how well they can handle public interviews.

"They will represent Taos in a variety of events and celebrations throughout Northern New Mexico so they should be comfortable speaking in public," Romero said.

Afterward, the judges deliberate during the longest and most nerve-wrecking portion of the event. And finally, the new Reina is announced.

The Fiesta Mass and Crowning of the Queen takes place on the Friday of the third weekend in July in Our Lady of Guadalupe Church.

"The Taos Fiesta Court never celebrates alone," said Romero. "Neighboring Fiesta communities from Española, Las Vegas and Santa Fe, who share variations of the competition to pick their Reina and leading caballeros, bring their traditional attire, cultural pride and enthusiastic flare to the festivities."



# Royal Court

Princesa Sonya Monique Martha Torres-Vigil La Reina Jenna Rose Louisa Amelia Peralta Princesa Sofia Renee Fatima Silva



## Contact us for Advisement

### **Current Degree Students:**

- Review Credits
- Class Registration Assistance
- Veteran's Resources
- Local Bachelor Degree Completion Options

### **Prospective Degree Students:**

- Transfer Credits from UNM-Taos Branch Campus
- Admission to a UNM Bachelor Degree Program
- Schedule and Course Planning
- Information and Referrals to Graduate Advisement

### REGISTER NOW Fall Semester Begins August 18th

246-B Ledoux St. (in the heart of the historic district)

on the web:

taosbgp.unm.edu



### La Reina Jenna Rose Louisa Amelia Peralta

#### An independent, strong role model for the young women in Taos

Peralta, the new Reina de las Fiestas de Taos, will be crowned in Our Lady of Guadalupe Church on Friday, July 18, at 5:30 p.m.

Being part of Taos Fiestas is a cherished, longtime tradition for her family. Her mother, Dina Peralta, was a princesa for the 1986 Fiestas. Her two sisters have been part of the Royal Court too — Juliette Elizabeth Peralta was reina in 2012 and Jasmine Dee Peralta was a princesa in 2010. Their aunt, Laura Peralta, was a princesa in 1983.

La Reina Peralta is 16 years old and will be a 2015 Taos High School graduate. She is the student body second vice president and has been a member of the junior, sophomore and freshman senate.

Active and athletic, she is a member of the Taos High School swim team and the Lady Tiger volleyball team.

She feels happy in the kitchen, too, and recently won first place in a New Mexico State competition for food and beverage services.

"I love baking cookies with my sisters," she said. "It's like a bonding ritual for the three of us."



Tina Larkir

Jenna Rose Peralta is very close to her sisters. As part of her pageant attire, she wore a delicate silver bracelet with three bands, which symbolizes their sisterhood.

She is a member of Our Lady of Guadalupe Church community and Youth Group. For more than 13 years she has performed different roles in the Christmas Nativity play *Los Pastores*. This year she will play Tebano, a shepherd. She is also understudying the role of Shepherdess Gila, which is "very interesting and complex," she said

La Reina Peralta will attend the University of New Mexico to pursue a career in sports medicine and become a physical therapist.

As La Reina, she plans to be an independent and strong role model for all the young women in Taos.

"I will honor our fiestas and traditions and keep the Royal Court together," she said.

La Reina Jenna Peralta is the daughter of Dina and Joseph Peralta. Her maternal grandparents are Virginia and Urban Romero Jr. Her paternal grandparents are Elizabeth and Alfred Peralta.

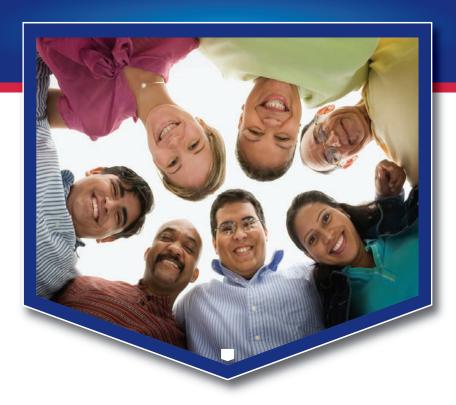
— Teresa Dovalpage

#### Sponsors

Alex Kingery and Jasmine Peralta Art and Binnie Coca Antonio Cruz Ally, Megan, Elizabeth and II Bobby Jo and Mary Spears Buds Cut Flowers & Gifts Charlie A. Martínez Coach Dominic Martínez Copy Queen of Taos Dina Peralta and 2012 Fiesta Queen Juliette Peralta Dennis and Betty M. Gonzáles David and Teddy Santistevan Dave's Motorcycle Parts & Accessories Deborah and Rudy Martínez Denise Coca Dolores "Dodo" Valerio Eddie Martínez

EJ Coca Elden, Paula and Family El Taoseño Restaurant Erica Parraz Eric and Laura Withers Gilbert and Rose Martínez Jacklyn Romero Jane Compton, O.D. Joey Peralta Kit Carson Energy, Inc. Laure R. Weathers Martin and Francina Dimas Mahmoud Khweis Major Dennis L. Santistevan Meregildo Jr. and Debra Martínez Mondo Italiano Ristorante Nicholas and Mason Weathers Non-Violence Works, Inc. Peralta's Cleaners DBA Alfred and

Liz Peralta Peter and Gail Martínez Renetta and Augustine Mondragón Robert and Cleo Coca Ruth Córdova Station Café 3 one 6 Silva's Tires Sleep Sanctuary, Inc. & Taos Life Styles The Chávez Family The Espinoza Family Tomas Trujillo Urban Jr. and Virginia Romero Viva Sports Wind Mountain Outfitters Yvette, Joe, and Jolynn Mondragon Zephanias DBA 1999 Fiesta Queen Maya Martínez



# 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.

Because when our community succeeds, everyone wins.

Que Vivan Las Fiestas!

Taos Main Office 120 W Plaza Taos, NM 575-737-3540 All of us serving you®



usbank.com

Member FDIC



### Princesa Sofia Renee Fatima Silva

"It is never too late to learn"

rincesa Sofia Renée Fatima Silva is 19 years old and currently attends UNM- Taos to pursue a career in early childhood development. She would like to be a preschool teacher and, in the process, learn more about her heritage and become fluent in Spanish.

A 2012 Taos Academy Charter School graduate, she considers her high school experience extremely positive. She graduated first in her class and would like to transmit her love for education to young children who may be struggling with it.

"I want them to know that it is never too late to learn," she said.

Dancing is one of her favorite activities.

"That's why, for the pageant talent performance, I chose to dance a traditional New Mexican polka with my grandfather Julian Gallegos," she said.

Princesa Silva participated in Orange Krush Drill Team her junior and senior years and was a member of Jazz Dance and a baton twirler in both high school and middle school.

She also enjoys cooking. She likes to make cupcakes, pizza and gluten-free dishes.



Tina Larkin

Princesa Silva is the daughter of Cynthia and Joey Albert Silva. Her maternal grandparents are Isabel and Julian Gallegos. Her paternal grandparents are Vicki and J.E. Silva.

— Teresa Dovalpage

#### Sponsors

Buds Cut Flowers & Gifts
Cartunes DBA Michael Salazar
El Taoseño Restaurant
Gearing Up Bicycle Shop
Illusions
Jaiden & Arry Jeantette
Jerome Grant y Los Amigos Unidos
Kellie Harris, DDS
Michelle's

Nancy L. Bourg
Northside Health & Fitness Center
Olguin's Sawmill
Ranchos Plaza Grill
Ray's Septic Service
DBA Delrey Baca
Robert Medina & Sons Concrete &
Sand Inc.
Silva's Excavation
DBA J.E. & Vicki Silva

Silva's Excavation

DBA Michael Silva

Perovich Properties, Inc

DBA Taos Gravel Products

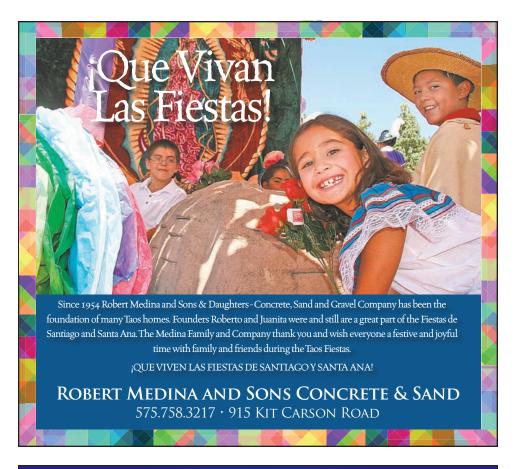
Taos Rental Car

DBA Beatrice & Lavriano Silva

Video Casa

Zephanias DBA 1999 Fiesta Queen

Maya Martinez





## Atomized Vapors™ LLC

Taos' Newest & Best Premier E-Cig Shop

USA made E-Juice • Wonderful Atmosphere • Informative Staff

575-224-3180

OPEN 7 DAYS A WEEK

Mon - Thurs 10am-8pm

Fri - Sat 10am - 9pm

Sunday 11am - 7pm

1335 Paseo del Pueblo Sur Ste. C, Taos, NM

LOCATED NEAR SUPER 8 NEXT TO THE UPS STORE®

#### +++

# Princesa Sonya Monique Martha Torres-Vigil "I would like to become a nuclear engineer"

rincesa Sonya Torres-Vigil is 16 years old. She is an honor student, engaged in advanced placement classes at Taos High School.

Like the other members of the 2014 Royal Court, Torres-Vigil is interested in cooking. She takes Benji Apodaca's culinary arts classes and won second place for People's Choice for red chile in the 2013 chile challenge.

"I didn't expect to win, so it was a very pleasant surprise," she said.

She has been a member of the Lady Tigers varsity basketball and varsity track teams. She participated in Orange Krush Drill her freshman year and is now a member of the Taos High School cheerleaders.

Princesa Torres-Vigil is currently involved in the UNM Upward Bound Program and went to the annual Solar Decathlon in California.

"It was then when I decided that I would like to attend University of California-Irvine and become a nuclear engineer," she said.

She enjoys playing mariachi music. She has been singing and playing the violin for the last five years and is a member of Taos



Tina Larkin

High's Mariachi El Tigre Dos. Her favorite mariachi song is Volveré.

She is the daughter of Leslie Vigil and Anthony Wayne Torres. Her maternal grandparents are Valentine and the late Martha Vigil. Her paternal grandparents are Clorinda and Bobby Durán.

— Teresa Dovalpage

#### Sponsors

A&R Collision
A&S Construction
AC Towing
Affordable P.M.C.
Amy & Urban Romero III
ASE Automotive
Bernadine M. García
Bobby & Cleo Durán
Brandon J. Trujillo
Buds Cut Flowers & Gifts
BVW
Casa Los Córdovas
Diamond Finish
Dr. Caryle Zorumski

Glenn and Peggy Thomas Guadalajara Grill Jessica Vigil Johnny, Vanessa Martínez and Family Julian Smith June Segura and Coach Robert Trujillo Leslie Vigil Lisa B. Sánchez Lizzy's Mike & Liz Medina Monte's Chow Cart Margaret Martinez Mark Abeyta Michael J. Suazo Mitchell Theater Storyteller 7

Patsy Rivera

Polished
Ranchos Plaza Grill
Roberta, Jamisom Gonzales and
Jason Moran
Santos y Mas
Taos Beauty Supply
Tillie Montaño
Valentin Vigil
Vigil's
Viva Vida
Vrianne Martínez
Weathergard Window & Door
Zeke's Auto Supply
Zephanias DBA 1999 Fiesta Queen
Maya Martínez

Eletha Trujillo Erminio Martínez



Changing Lives through Community Education

SAFE & SOBER

VOZ

HEALTHY RELATIONSHIPS

**PODER** 

**VECINOS** 

CIRCLE OF SECURITY PARENTING COURSE

WOMEN WHO USE FORCE

**OLLIN** 

CHANGES –
OFFENDER
RE-EDUCATION



All Classes are Free and Confidential For Information Contact CAV at 758-8082

## Taos Fiesta Council 2014

#### PLAZA ENTERTAINMENT SCHEDULE

TO 1	r	
Friday,	ULY	18

1-2 p.m. — Trio Los Gallos

2-3 p.m. — TBA

**3-4 p.m.** — Mariachi Encantadoras del Río Grande

4-4:30 p.m. — Niños Bailadores

4:30-6 p.m. — Legacy of Santa Fe

5:30-6:45 p.m. — Fiesta Mass at Our Lady of Guadalupe Church: Procession with Mariachi Encantadoras del Río Grande

**6-7 p.m.** — Catalina Río Fernandez y Flamenco Nuevo Mexico

7-8 p.m. — Opening Ceremonies on the Historic Taos Plaza

**8-9 p.m.** — Suave

9-10 p.m. — Duranimals

10 p.m. — Plaza Closes

#### SATURDAY, JULY 19

9-10 a.m. — Spanish Soundtrack

10-10:30 a.m. — Children's Parade

10:30-11 a.m. — Mariachi Encantadoras del Río Grande

11 a.m.-noon — Baile Ilusion

Noon-1 p.m. — Michael Rael

1-2 p.m. — Baile Español

**2-3 p.m.** — UZ Band

3-4 p.m. — Ballet Folklorica Colores de Colorado

4-5 p.m. — NortherN 505 & Candice Vargas

**5-6 p.m.** — Baile Encantado

**6-7 p.m.** — Ernestine Romero

7-8 p.m. — Ballet Folklorico del Valle

7-9 p.m. — Noche Encantada

**8-10 p.m.** — The Legacy Band of Colorado Springs

10 p.m. — Plaza Closes

#### SUNDAY, JULY 20

9:30-10:30 a.m. — St. Francis Choir

10:30-11:30 a.m. — Audrey Davis & Billy Archuleta

11:30 a.m.-12:30 p.m. — Trio Los Gallos

HISTORICAL PARADE

**12:30-1:30 p.m.** — Los Zapateados

**1:30-2:30 p.m.** — Jerome Grant

2:30-3:30 p.m. — The Tanya Griego Band

3:30-4 p.m. — Special Community Presentation

**4-5 p.m.** — Bad Boys

**5-6 p.m.** — Severo Martinez y Fuego

6-7 p.m. — Darren Córdova y Calor

7 **p.m.** — Closing Ceremonies

# The Royal Lineage

#### Las Reinas throughout Fiestas de Taos history

2013 Angelica Esperanza Rodrígues 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

Crystal Martínez

1999 1986 1972 1960 Rosalie Otero Maya Martínez Stephanie Córdova Christine Mondragón (Vargas) 1959 1998 1985 Elizabeth Naomi Samantha Gallegos Erlinda Sánchez 1971 Stella Lucero Varos 1997 1984 Monica Tafoya (Hokanson) 1958 Wenda Martínez Diana Rael 1970 1996 1983 Carla Martínez 1957 Crucita Roberta Judy Suazo Martha Martínez Medina 1982 1968 Yvonne Santistevan 1956 1995 Carmen Vigil Manuelita Roxanne Anderson 1967 1981 Pérez Mondragón Carman Mares Lorraine Romero (Mullins) 1995 1966 1980 Evelyn Trujillo 1954 Teodora Vigil Darlene Vigil Stella Martínez (Medina) 1994 1979 Karina Gallegos 1965 1953 Natalie Padilla Lucille Trujillo Lupe Valerio 1978 Santana Tafoya (Dominguez) 1952 Diana Valerio Cecilia Martínez y 1992 1964 1977 Leandra Medina Salazar Torres Sylvia Struck Grace Coca (Chávez) (Roybal) 1991 1949 1976 Lucille Ortiz Katrina Lucero 1963 Gina Ortiz (Osburn) 1990 Frances Cohn 1948 1975 Gina Varos (Miller) Porferia Valerio The late Veronica 1989 1962 1936 Romo (Miera) Albertina Espinoza Alice Martínez Gleecy Martínez (Knight) 1974 (Buttler) 1988 Bernice Sandoval Denise Jeantete 1961 1927 1987 Maida Mares Marcia Anaya 1973

Carman Ledoux

Fatima Suazo

# Que Vivan Las Fiestas de Taos!

(Martínez)



Caring for the community for more than 60 years

(Wheaton)

# Keeping traditions alive Taos Fiesta Council, Inc.

By Kathleen Y. Branchal on behalf of the Taos Fiesta Council Membership



2014 Taos Fiesta Council, Inc./Photo by Chuck McLaughlin of Sean Kelly Portraits – Taos, NM Back Row (L to R): Donna Jo Martinez, Thelma Montez (auxiliary), Anna Herrera (secretary), Bernadette Trujillo, Reuben Martinez, Hon. Don Francisco Trujillo II (president), Joseph Quintana (treasurer), Remedios Medina, Christine Barela, Hon. Evangeline Romero and Theresa Trujillo. Front Row (L to R): Renee Lavadie, Sonya Romero, Hon. Judy Cantú (exoficio), Theresa Martinez, Elma Vigil and Kathleen Branchal (vice president). Not Pictured: Manuel Medina, Roger Martinez (auxiliary), Laradra Medina-Gordon (auxiliary), Eizabeth Peralta (auxiliary), and Patrick and Celsa Vigil (auxiliary).

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.

Las Fiestas continue to be celebrated on the Historic Taos Plaza, established by the first Spanish Settlers, where it remains a center of community life – El Corazón de Taos!

Fiestas are a time for families, friends and visitors alike to gather in celebration of life's abundant blessings. It is a time for celebration through music and dance with the many talented musicians in our community and surrounding areas who are willing volunteer their time and talent for our entertainment.

It's a given that you will see someone you haven't seen in ages. That special someone in your childhood, that 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, other special events and 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 grateful 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 also thank them for establishing the Plaza, the mainstay of the Fiestas spirit!

It is 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 valued traditions.

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

# Appreciate teachers: Celebrate education!

¡Estimar a los maestros: celebrar la educación!

By Liz Moya, Taos Educator

hat an honor! The 2014
Fiestas de Santiago y
Santana are dedicated to our
communities' educators, who
are also the event's honorary grand marshals. As
you enjoy the fiestas, take note of individuals
wearing special ribbons in their community's
school colors identifying them as educators and
acknowledge them for their efforts on behalf of
our community's children.

The nice thing about small communities is that our interconnectedness is more evident than in bigger places. One of my favorite experiences is bumping into former students while strolling around the plaza during fiestas. Have they graduated? Are they going on to college? Are they married? Do they have children? These are all the questions we ask our community's future citizens. Our connection with them as educators fills us with pride.

One thing of equal importance to the entire community is that our children grow up happy, healthy and being all they can be. No matter who we are, that is what we want for our children. As our children's first teachers, we as parents do as much as we can, but at some point we share that awesome responsibility with the educators in our community.

These educators are many and have varied roles: bus drivers transport our children to school; food service personnel fix them breakfast, lunch and snacks; custodial and maintenance persons keep their schools clean and in good repair; office personnel, educational assistants, administrators help and support your children's teachers.

We may not think about each group of educators and their position, but just the same all these people are important and critical members of a team and play a role in the future of our children.

Take a moment and reflect upon all of the barriers that you have overcome in your life. For many, those challenges were overcome because of education, or because you fundamentally understood the power of education. Not only were you empowered to choose a career that fit your skills, interests, and passions, but you changed your own life and the lives of other people with your voice, your work, and the example you set can change the world.

This is a testament to the opportunities that an education provides. There is an understanding that there is so much more to life than the circumstances in which one was born. That is what education and educators can do — give our communities' most valuable resource, our children, an opportunity to experience the transforming power of education in a caring community.

Our children's schooling is a path they follow from kindergarten to high school, and, hopefully in these difficult economic times, to higher education. I'm a retired K-12 public school educator working part-time at what I consider a very extraordinary place in our community, UNM-Taos. I love seeing students I knew in elementary school at UNM-Taos. Schools are at the heart of any community, and community involvement is what brings education and communities to life. I believe we all have to work together to make our schools and communities better. That means everyone in the community — parents, business owners, retirees, other workers, local government and students.

Supporting our schools is an opportunity for all of us to reach out to each other and our community. Everyone shares this responsibility. Better than an apple or a thank you card to an educator you wish to honor, a community's active support of the work educators do to teach and care for the community's students would be a grand tribute and generous reward for all of us.

So advocate for increased school funding at the state level, vote in school board elections, vote for those who actively support education and advocate for policies that increase access to education for all our citizens.

¡Que Vivan Las Fiestas y Nuestras Comunidades!

# Dedicated in honor of Anthony Gutierrez — Mr. C By Kathleen Y. Branchal on behalf of the Taos Fiesta Council Membership



Courtesy Photo

his year's Fiesta Theme is Appreciate Teachers: Celebrate Education – Estimar a los Maestros: Celebrar la Educación. Thank you to the Fiesta Council for honoring the educators of our community and for dedicating the 2014 Fiestas de Taos in honor and memory of one of my most valued mentors, Anthony "Mr. G" Gutierrez.

From my perspective as one of his students, Mr. G taught me just how valuable a good education is and how important it is to develop my full potential academically, socially, spiritually and as an individual.

He worked diligently with the youth of our community for over 33 years with the Taos Municipal Schools in the capacity of a classroom teacher, athletic director, and

wrestling coach.

Mr. G always cared about us, his students, and mentored us both in class, as well as through extra-curricular activities such as sports. He was very loving and caring toward his students. Mr. G genuinely cared whole-heartedly for our wellbeing and always placed his students before himself. He provided us with a safety net and counseled us when we needed it.

He passed away in August of 2013 and though he is no longer with us physically, his loving memory will remain with this community for decades to come. We all treasure what he taught us.

Thank you to his wife Oclides and son Michael for allowing Mr. G the ability to go above and beyond for our community. We loved him too, very much.





JOIN US FIESTA WEEKEND. Thank you for the last 14 years!

### RANCHOS PLAZA GRILL

8 St. Francis Plaza • (575) 758-5788

Next to San Francisco de Asis Church





- **3** CHECKING
- **3** AUTO LOAN

EARN YOUK RETURN

NMEFCU.ORG





 $The \, Power \, of \, WE. \,$ 

630 Paseo del Pueblo Sur 575.776.2703 • 800.347.2838

Equal Opportunity Lender
Federally insured by NCUA