



Sonya Maria Elena  
Francis Gallegos  
Reina de La Fiesta de Taos  
2022



# 2023 Fiesta de Taos Royal Pageant



Mariah Savannah  
Teresa Cebada  
2022



Mariaelena Feliz  
Agatha Lucero  
2022



Kyra Vanessa  
Trujillo  
2022



Honoring the Past;  
Embracing Change

Honrando el Pasado;  
Abarcando el Cambio



## 2023 Fiesta de Taos, Inc. Membership



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

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

## Royal Pageant Committee

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

## 2022 Royal Court Committee

Elma Vigil, Chair  
 Ruby Ann Alaniz, Vice-Chair  
 Liz Medina  
 Bernadette Trujillo

## 2023 Royal Court Committee

Stephanie Cordova-Levy, Chair  
 Gwendolyn Gonzales-Romero, Vice-Chair  
 Ruby Ann Alaniz

## Welcome to the 2023 Fiesta de Taos Royal Pageant!

## ¡Bienvenidos Damas y Caballeros!



It has been a great honor and blessing to have served my community this year. I've learned so much the past year about all of our traditions and our history, and I will cherish these memories in my heart forever. I've made so many friends and met so many wonderful people who changed my life. It is so beautiful to see our community come together and support each other every year. It's safe to say that Fiesta weekend has always been my favorite tradition to celebrate. It is always amazing to see people I haven't seen in a long time celebrating alongside me.

I thank our amazing Fiesta Council, who put so much heart into this tradition and it wouldn't be possible without them. I also thank you, our community, for your unconditional support. Of course, I thank our beautiful Princesas and our Caballeros, I couldn't ask for a better group of people to serve with. I am very excited to welcome our 2023 Royal Court. If I can give any advice to them, I would say to always carry yourself with pride and humility. Make sure to always smile and live in the moment as much as you can. This is a wonderful experience, and it goes by quickly. Of course, have fun!

¡Las tradiciones y la cultura es la vida!

Con amor,

**Sonya Maria Elena Francis Gallegos**  
 Reina de La Fiesta de Taos 2022

## ¡¡¡Que Viva la Fiesta!!!

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

# 2023 Fiesta de Taos

## Events:

**Friday, July 21 – 5:00 PM**

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

## Celebrants

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

**Friday, July 21 – 7:00 PM**

Opening Ceremonies  
Kit Carson Memorial Park

**Saturday, July 22, 10:00 AM**

Children's Parade  
Town of Taos Library – Kit Carson Memorial Park Plaza

## 2023 Fiesta de Taos Royal Pageant

Master of Ceremonies

Vito Trujillo, Jr.

Bienvenido

Hon. Don Francisco Trujillo II, President

Introduction of the 2022 Royal Court

Introduction of the 2023  
Fiesta de Taos, Inc. and Dignitaries

Introduction of the 2023  
Fiesta de Taos Royal Pageant Auditor & Judges

Auditor: Iris Gonzalez

Judges: Gage Garlington, Herman Lovato y Lobato;  
Justin Montoya Newton; Margaret Trivino-Roybal; Martin Roybal

Introduction, Biography, & Fiesta Fashion Presentation:  
Contestants

Bilingual Speeches: Contestants

Entertainment:

Pete Martinez & Michael Medina

Talent Presentation: Contestants

Entertainment:

Pete Martinez & Michael Medina

Announcement of the  
2023 Reina de La Fiesta de Taos y Princesas

Farewell



# 2022 Fiesta de Taos Photos



Photos by Chuck McLaughlin of Sean Kelly Portraits – Taos, NM



## Royal Pageant Auditor & Judges

### Iris Gonzalez – Auditor

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

### Gage Garlington - Judge

Gage is a native New Mexican born and raised in Rio Rancho, with generational family roots stemming from Farmington and Gallina, NM. He attended Central New Mexico Community College, has been in managerial positions with various companies in the Albuquerque area, and is currently Contracts Administrator for B&D Industries, Inc. Gage is fluent in Spanish having studied in Providencia de Dota, Costa Rica, with Global Leadership Adventures. He is an avid skier and enjoys any outdoor sport. Gage is honored to be a judge for the 2023 Fiesta de Taos Royal Pageant and wishes each of the contestants' success as they vie for La Reina de La Fiesta de Taos.

### Herman Lovato y Lobato - Judge

Herman L. Lovato y Lobato has been a volunteer for the Santa Fe Fiesta, Inc. for more than 20 years. He is the technical support division deputy director at the New Mexico Department of Public Safety where he has direct oversight of the internationally accredited Forensic Laboratory Bureau, and the 25 units of the Law Enforcement Records Bureau. Mr. Lovato holds degrees in psychology, biology, and communications. Mr. Lovato has long been a Santa Fe based arts advocate having served multiple times on the National Endowment for the Arts (NEA) / Opera and Music Panel, The Santa Fe Opera Board of Directors, The Santa Fe Arts Commission, and Santa Fe 400th Anniversary, Inc., Board of Directors, and various roles with the Santa Fe Fiesta, Inc., including president and vice president. Mr. Lovato chairs the Concierto de Mariachi Committee, which includes the Mariachi Extravaganza and Mariachi Matinee shows. Mr. Lovato initiated and has fostered the working relationship with The Santa Fe Opera which has allowed the Fiesta de Santa Fe to utilize the world renown theater for the Mariachi Extravaganza for over the past 20 years.

## Royal Pageant Auditor & Judges

### Justin Montoya Newton – Judge

Justin is native to New Mexico, born in Farmington and raised in Albuquerque. His father is from Dallas, Texas and his mother is from Farmington, New Mexico, with long standing Spanish and Apache roots dating back generations in Abiquiu and Blanco, New Mexico. Justin graduated from ASK Academy Charter STEM High School and is a former Master Sergeant and Flight Commander in the Civil Air Patrol. He is currently employed by B&D Industries, Inc. as Assistant Warehouse Manager. Justin wishes all of the candidates well in this evening's Fiesta de Taos Royal Pageant.

### Margaret Trivino-Roybal - Judge

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

### Martine Roybal Jr.

Martine was born and raised in Santa Fe, the son of Olivia and Martin Roybal Sr. He is a proud member of the Caballeros De Vargas, the Cofradia de La Conquistadora and is also a member of the Santa Fe Fiesta Council. This year he is serving as Alvarez on the 311th Fiesta de Santa Fe Quadria. He is married and has no children. He is honored to be a judge for the second time for the Fiestas de Taos Royal Pageant.



## Mariebella Emilia Eliza Carmen Duran Rodriguez



Mariebella Emilia Eliza Carmen Duran Rodriguez was born on August 3, 2006, in Taos, and is the daughter of Thomas Duran and Bella Rodríguez-Duran. She is the granddaughter of the late, Carmen Olivencia Rodriguez, Jose Enrique Rodriguez, Carmen Valerio Duran, and Jose Tomas Duran. She has 4 siblings Cynthia (Brandon), Richard (Roxanna), Rachel (Benny), and Nicholas (Jannelle), and 3 nephews, 3 nieces and 1 on the way. Mariebella is a Senior at Taos Academy, and an honor roll student. She participates in the student council, and is the secretary of the National Honor Society. Mariebella plans to graduate in 2024 with her high school diploma as well as an associate degree in pre-science from the University of New Mexico. She

hopes to then pursue a degree in Speech Pathology at New Mexico State University. She is an active member of the San Francisco de Asis Mission Parish where she has served as an altar server for the last nine years, and is the trainer for new servers. She also started a youth choir at San Francisco and plays the guitar in the choir. Mariebella is also very active at Our Lady of Guadalupe Parish and has participated in the youth group for seven years.

### Mariebella's Sponsors

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- Manuel Torres
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- Rebecca Trujillo
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- Robert Medina & Sons
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- Ranchos Plaza Grill
- Rocky Mountain Chocolate Factory
- Redwolf Plumbing & Excavating LLC
- Romero's Rio Grande Propane
- San Francisco De Asis Church
- STADZ Records Inc. (Jimmy Stadler)

## Natalia Augustina Veronica Flores



Natalia Augustina Veronica Flores 19 was born November 8th, 2003, in Taos, New Mexico. Natalia is the eldest daughter of Mark T. Flores II and Rosa O. Flores. Natalia has one sibling, her younger sister Tatiana Flores. Her grandparents are Tina Jo Martinez and Juan and Maria Sanchez. Maternal Great Grandparents are the late Jose and Ramona Sanchez of Jalisco, Mexico along with Pedro and Elisa Solis. Paternal Great Grandparents are Polito E. Martinez and Tina V. Martinez from Talpa, New Mexico along with George M. Flores and Edith A. Flores of Santa Fe, New Mexico.

Natalia grew up and was raised in Taos, New Mexico, attending St. Francis Church of Ranchos, completing her First Holy Communion and Confirmation. Natalia was a Taos High School graduate of 2022 where she excelled in her studies and her sport of being a Taos High Varsity Cheerleader. She worked hard alongside her team becoming a 3x State Champion and Runner Up. To continue Natalia's education, she attended Northern Arizona University in Flagstaff, Arizona for her first year of higher education, in the year 2022-2023. Looking forward to being closer to her family and friends she will be attending The University of New Mexico for the 2023-2024 academic year.

### Natalia's Sponsors

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- Natasha Campione
- Indian Hills Jewelry
- Tina Joe Martinez
- Tatiana Flores
- Mark & Rosa Flores

## Ariana Juliette Ruth Maestas



Ariana Juliette Ruth Maestas was born on May 12, 2006. She is currently a student at Taos Academy Charter School and will be graduating next May. She has earned Science awards at the Regional and State level for the last four years. This year she made it to the Regional Science Fair In Las Vegas, NM, and won 1st place in her category, Medicine & Health. She competed at the state competition in Socorro, NM, and received second place in her category of Behavioral, Social Sciences, Biomedical & Health in addition to two special awards. She has competed and made it to Nationals in Washington, D.C. Upon graduating, she plans on either enlisting in the Air Force or the Army and is thinking about becoming an early childhood teacher. For 4 years she has been in the

Civil Air Patrol. She has also participated in a dance group for eight years with Lucita Trujillo, and now helps mentor other students in the class.

She is the daughter of Michelle Maestas and the late Moises Maestas, her siblings are, Naticia, Miranda, Jonathan, Shawn, Dominic and Tanya, her great Grandparents are the late Flavio and Antia Abeyta, Bences and Corina Maestas and Ernest and Carmen Velarde. Ariana has a very loving, caring family and has a passion as an assistant Mayordoma at the San Francisco de Asis Church.

### Ariana's Sponsors

- Josh Vigil & Tonya Maestas
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- Juan Maestas
- Kathy Vigil
- Jordan VanCulin
- Sally Blair
- Francisco Garcia
- Josephine Young
- Vince Smith
- Louie & Theresa Young
- Pat & Linda Abeyta

## Maye Marquis Sarah Lillian Montoya



Maye Marquis Sarah Lillian Montoya was born on May 16, 2005. She was salutatorian of the class of 2023 at Taos Academy. She plans to attend UNM Albuquerque and earn a double major in Speech and Hearing Sciences and Audiology. Maye is one of the first three women to receive her Bilingual Seal for Spanish at Taos Academy. Maye was fortunate to enjoy relationships and benefit from her 6th generational northern NM family roots, living much of her life learning from her great Grandparents Temia Archuleta and Lillian Cordova, and grandparents, Maxine and Marc Montoya.

Maye participated in Golf, Swimming, and Track and Field at the Varsity level at THS. She also volunteered with the Saint Francis de Assisi Church's First Holy Communion class and at community events with her school. She is the Vice President of Service with the National Honors Society and has the privilege of coordinating volunteering opportunities in the community for them. Maye's favorite traditional events include walking to the Santuario in Chimayo on Good Friday with her Mom (in memory of her Great Grandmother Temia), a yearly matanza with her family, and feeding the Hermanos on Holy week with her Grandma and Mom, keeping the tradition alive after her great grandmother passed. Maye's love for traditions and her faith encouraged her to be a part of the Fiestas and run for Fiesta Queen.

### Maye's Sponsors

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- Diana Trujillo
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- Jeretha & Steven Morfin
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- In memory of Temia Archuleta
- Fernandez Plaza Thrift Store
- Luzita Trujillo
- Uncle Matt
- Buds Cut Flowers
- Centinel Bank of Taos
- Joe & Fran Duran
- DeVargas Funeral Home
- Sam Pam
- George & Angelica Barraza
- Double A Pest Control
- Luciano Romero
- Victoria Bransford
- Carla Trujillo
- Ruben, Theresa & Shane Martinez
- Warren Kelly
- Megan Jenkins
- Diamond Finish Construction

## Zaira Yarely Ruiz



Zaira Yarely Ruiz, was born on April 24, 2007. While her birth was planned in Taos, by God's grace and doctors' orders she was born in Bernalillo due to a high-risk pregnancy. She is currently a Junior at Taos High School. She loves to dance and was a member of the Mystic Dance Team where she competed in national competitions. She was also involved with a UNM program for High School students called STEM.

She dreams of being a music producer one day. She had been a volunteer for special events at Taos Health Care, also known as the Taos Living Center. She was a gymnast at the age of 6. At a very young age she participated in the first Mariachi Band for Enos Garcia Elementary. At age 2 she participated in the Children's Parade as a flower and at age 8 as

a Moana character. She enjoys family time and alone time watching shows and creating diamond art.

Her family heritage is from Mexico, but they moved to the USA 22 years ago, making her Mexican by blood and American by birth. She has an older sister Karen A Ruiz (Cortez) and brother Jael S. Ruiz. Her parents are Angel Ruiz and Monica Mandujano (Ruiz). Her paternal grandparents are the late Angel Ruiz Senior and Rosa Maria Gandara (Ruiz). Her maternal grandparents are Monico Mandujano and the late Maria del Carmen Chavez.

### Zaira's Sponsors

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Honoring the Past;  
Embracing Change

Honrando el Pasado;  
Abarcando el Cambio

