

# Remarkable Women of TAOS & Northern New Mexico

# 2012

Join Us and learn how to help us celebrate 2012's *The Remarkable Women of Taos & Northern New Mexico*. This year's public relations theme ties directly into the State's 2012 Centennial of Statehood and is focused on our creative community and the outdoors.

This special insert is provided by *Taos Tourism* including the Town of Taos, the Taos County Lodgers Association, and all the numerous individuals, businesses and entities that contribute each year in partnering with us to better educate travelers about coming to Taos. Together we focus over \$600,000 in marketing, advertising, public relations and promotional dollars into bringing travelers to Taos.

Contact information for how to participate is given in each section of this insert. However, if you're still unsure as to how to get going, contact Cathy Connelly, Director, Public Affairs & Tourism, Town of Taos, 575-751-2001, [cconnelly@taosgov.com](mailto:cconnelly@taosgov.com). Participation is *not* limited to Town of Taos residents or entities—everyone in the region is invited to help us collectively promote the greater Taos area. We are dedicated to serving the Taos and Northern New Mexico traveler.

**[www.Taos.org](http://www.Taos.org)**

is the official, newly redesigned Taos Tourism web site.



## Participants

Taos Pueblo Tourism  
Red Willow Market, Taos Pueblo  
UNM Harwood Museum of Art  
Taos Center for the Arts  
The Mabel Dodge Luhan House  
Millicent Rogers Museum  
Hacienda de los Martinez  
E.L. Blumenschein Home  
Taos Museum Association  
Taos Art Museum  
SOMOS  
Taos Fall Arts  
State of New Mexico Department of Tourism  
Actress Marsha Mason  
Actress Ali McGraw  
Georgia O'Keeffe Museum  
Puye Cliffs, Santa Clara Economic Development Corp.  
Chimayo Business Association  
Mandelman Ribak Foundation  
Cherie Burns, *Searching for Beauty: Biography of Millicent Rogers*  
Taos Ski Valley Chamber of Commerce  
Taos Institute of Glass Arts (TIGA)  
Taos Gallery Association  
Taos Arts & Culture District  
Taos Association of Bed and Breakfast Inns  
Taos County Lodgers Association  
The Taos Project  
Taos Historic Museums:  
Parks Gallery  
Webb Design  
Griffin & Associates  
*The Taos News*  
DMC Broadcasting  
Fusion Marketing, KTAO Radio  
TREND Magazine  
Elizabeth Cunningham, "Mabel Dodge Luhan and the Remarkable Women of Taos" blog host  
Taos County Historical Society  
Art in Town Hall  
ISEA  
Peter Walker, Swashbuckler Media with video  
New Mexico Centennial Committee and related Centennial Issues  
TREND Magazine  
Santa Fe Visitors Guide  
The Santa Fean Magazine  
Hawk Publications, Angel Fire  
Two Graces Plaza Gallery

## **The Remarkable Women of Taos & Northern New Mexico – 2012 Public Relations Theme:**

Early on, the American West and Southwest – and special places like Taos, New Mexico – were sought out by those of adventurous spirit.

They appealed – and appeal – to those seeking something new, fresh, and unconstrained by restrictive, societal norms. They appeal to those seeking a vibrant, resource-rich, gorgeous place to establish their lives. They appeal to those seeking inspiration, rejuvenation and authenticity – both inside and out.

One vital sub-group of American society that has found Taos particularly appealing is adventurous, creative women. These are women who for innumerable reasons have felt the tug of Taos' freedom, beauty, cultural heritage, and inspiration. They are a societal sub-set that also acutely feels the brunt of cultural expectations, restrictions, inequalities, pressures, and all the modern burdens that can constrain the spirit.

Two such iconic women who sought and found freedom in Taos are artists Agnes Martin and Beatrice Mandelman. We are celebrating the centennials of their births in 2012 – along with New Mexico's centennial of statehood.

With the exceedingly long list of iconic Taos remarkable women, combined with these significant 2012 anniversaries, it seemed fitting for Taos to focus its 2012 creative community traveler education theme on exploring, discussing, celebrating and experiencing the creative, inspirational freedom that is so Taos – for women, and anyone else wishing to tap into the Taos mystique.

Thus, the theme emerged, "The Remarkable Women of Taos & Northern New Mexico."

Banding together to create a core of events off which to build, Taos museums, conference sponsors, artists and their representatives, nonprofit organizations, tour operators, lodgers, merchants and many others – including The New Mexico Committee of the National Museum of Women in the Arts and New Mexico Women in The Arts and other Santa Fe art and museum organizations – have established a 2012 year-long schedule of activities, events and exhibits in Taos to celebrate Taos' iconic women – past and present.

**We want you to add to them with your own thematic shows, exhibits, commentary, profiles, lectures, classes, tours, photographs, videos, music, movies, and more.** We are tying all of Taos' 2012 traveler offerings not only to calendared happenings, but also to the **places that are special to the Remarkable Women of Taos & Northern New Mexico.** We want to share the places visitors may go to today to experience the transformative nature of Taos in all myriad forms – from favorite traditions, trails and sunset perches, through favorite local eateries and hang outs.

The information contained in this special section is to assist you in figuring out how to share and participate in this 2012 creative community theme, plus the many ongoing ways you can participate with us in educating travelers as to the true spirit of Taos and its many visitor offerings.

So please keep this special section and select ways you can get started today. We invite you to join us in building and sharing your interpretation of the 2012 creative community theme with visitors from around the world.

Susan Longhenry, Director  
UNM Harwood Museum of Art  
President, Museum Assoc. of Taos

Cathy Ann Connelly, Director  
Public Affairs & Tourism  
Town of Taos

## **Ways You Can Participate in *The Remarkable Women of Taos & Northern New Mexico* Theme:**

**The official kick-off will be on March 22 at the Harwood Museum** and will feature art experts, artists, activists and celebrities as we celebrate what would have been the 100th birthday of Taos icon Agnes Martin. The celebration of Agnes Martin's birth is an official State of New Mexico Centennial event. The kick-off showcases dozens of museum and gallery exhibits and events that celebrate the area's extraordinary women. A 30-minute movie featuring 40 remarkable Northern New Mexico women will also be screened, with many of the featured women in attendance, and the public invited. There are numerous ways people and organizations can get involved in the specific 2012 traveler education program:

**Public Relations Deadlines** – International media outreach for travel coverage about the theme has started and is well received. However, a major media push is scheduled for March 22, 2012, when a press event will occur at the Harwood Museum. **So please do what you can to get your themed submissions completed and online/to us by March 1, 2012** to take advantage of this timed media attention. **A second push will be for June, 2012** connected to the release and exhibit of the book *Taos Portraits* at the Millicent Rogers Museum, and other area events. Public relations activity will continue throughout 2012, but get your submissions posted online and emailed to us as soon as possible.

**Schedule an event, exhibit, or other offering related to the theme** – an exhibit, show, lecture, class, reading, discussion, performance, musical offering, video/film, or anything else the public may participate in or attend. These need not be free – they can be for-profit as well as non-profit offerings. **Get it organized, confirmed, written up and then go to [www.taosnews.com](http://www.taosnews.com)** and schedule your event on the online Taos Master Calendar. This calendar appears on both the official Taos tourism web site, [www.Taos.org](http://www.Taos.org), in addition to the Taos News' site. Again, these events can be throughout the Northern New Mexico area.

**Write a profile (up to 500 words) on a Northern New Mexico woman you consider remarkable** – either contemporary or historic. And include the places in Northern New Mexico that are/were special to them. You can see samples of initial profiles on [www.Taos.org/women](http://www.Taos.org/women) in five categories – Legends, Art, Outdoor, Well-Being and Business. If selected, your write up will be included on the website as well as in travel media outreach. Please submit photos if you have them. This web site – even before the redesign, which is already increasing its usage – has received over 1,706,500 page views in the last 12 months, and 181,450 visits.

**Let Griffin & Associates know about any scheduled events so they can be included in our electronic e-magazines and news releases.** Send your info. to Joanie Griffin at [jgriffin@griffinassoc.com](mailto:jgriffin@griffinassoc.com) or call her (505) 261-4444.

If you are a retailer, restaurant, hotel property or other service business, **tie in a Remarkable Women promotion** (i.e. bring your remarkable woman in and receive X% discount, etc.). You should enter any and all deals FOR FREE on <http://taos.org/offers>. Thousands of visitors view this web site, and its special deals and vacation offerings, each month. These deals are not restricted to lodging. If you need help brainstorming the type of offering you might package and list, let us know – we're here to help.

**Advertise in the special section the *Taos News* is publishing on the *Remarkable Women of Taos & Northern New Mexico*.** Contact Chris Wood at the Taos News for info. Their deadline is February 17 for space reservation.

**Purchase online ad tiles on [www.Taos.org](http://www.Taos.org)** – \$400 for 100,000 impressions in any section of the web site, including *The Remarkable Women of Taos & Northern New Mexico*. Contact Amy Ray at 575-758-3447, for details or see the Ad Tile section in this supplement.

### **Attend the Next *Remarkable Women of Taos & Northern New Mexico* Meeting and Join the Yahoo ListServ**

Tuesday, January 24, 2012 | 12 noon to 1:30 p.m.

Harwood Museum of Art on Ledoux Street

No need to RSVP – just attend to hear about what's happening and share your own ideas/activities and join the Yahoo ListServ to discuss ideas and get organized.

## **Remarkable Women of Taos & Northern New Mexico Exhibitions, Conferences** (as of Dec. 2011):

Consider dovetailing your own creative programming with these museum exhibits, which artists and galleries have found to be of benefit. Or, see the "events" list in the next section and strike out on your own with a unique, fun, informative take off on the 2012 theme.

Full descriptions of all events shown here can be found at [www.taos.org/exhibitions](http://www.taos.org/exhibitions)

### **UNM HARWOOD MUSEUM OF ART** *Agnes Martin: Before the Grid*

February 25–June 17

2012 marks the 100th anniversary of the birth of Agnes Martin (born on March 22, 1912). To commemorate this occasion, the Harwood Museum of Art will present an exhibition of a little known body of Martin's paintings dating from the late 1940s and 1950s.

### *Beatrice Mandelman: Centennial*

July 7–October 14

An exhibition celebrating the centennial of the birth of Taos Modernist Beatrice Mandelman. The exhibition will draw from the Harwood's permanent collection.

### *Suspension of Disbelief*

Summer, 2012

Fanciful work of Barbara Harmon, Helen Greene Blumenschien, Gisella Leoffler, Ila McAfee, Frieda Lawrence, Millicent Rogers

### *Bea Mandelman Collage*

Summer, 2012

### *Maye Torres Exhibition – New Work*

October–November

### *ISEA 2012: Machine Wilderness*

Fall, 2012

*Jessica Stienkamp: Marie Curry, Agnes Chavez, Christina Sporrang*

Exploring the discourse of global proportions on the subject of art, technology and nature.

### MILLICENT ROGERS MUSEUM

#### *Millicent Rogers: The Power to Create, Collect, and Inspire*

January through December, 2012

On view for the first time will be the jewelry fabricated by Millicent, made of gold and silver, and semi-precious stones. From the archives, there will be correspondence from Millicent to her sons, sketches of jewelry designs and pages from Millicent's original Navajo rug inventories. The second phase will focus on "Millicent in the Limelight." Velvet skirts and blouses from the collection will show off her Navajo and Pueblo jewelry. Available now: Cherie Burns' biography of Rogers, *Searching for Beauty*.

#### *Maria Martinez: Matriarch of San Ildefonso*

A comprehensive exhibition of Maria Martinez, her pottery, and her life as a matriarch of her community will be shared with the public.

#### *The Art of the Dress: Four Conceptual Fittings*

March 18–April 15

Feature four Taos artists: Michelle Cooke, mixed media; Nancy Delpero, painter; Deborah Rael-Buckley, sculptor; and Zoe Zimmerman, photographer.

#### *Unknown Was A Woman*

April–December

This exhibition will feature pottery, baskets, and weavings by women artists whose work crossed boundaries from creating utilitarian objects, to works of art. These works by unknown artists will inspire all.

#### *Millicent Rogers & Her Circle*

May 12–September 2

Objects from the collection will tell stories of Millicent Rogers, Dorothy Brett, Rebecca James and Martha Reed. Learn the stories of the buying and trading of collections between Millicent and Mabel Dodge Lujan.

### E.L. BLUMENSCHIEIN HOME

#### *Out of the Background – The Women Artists of Early Taos*

February 10–May 18

The women artists of early Taos were often the wives, sisters, or daughters of their more prominent male counterparts. This exhibit brings their art to the forefront. Included will be works by Evelyn Gaspard, Mary Shepard Greene Blumenschien and others.

#### *Barbara Sayre Harmon—Magic and Mystery*

September 23–February 3, 2013

Barbara explored the art of classical fantasy English watercolor. In her mystical, dreamlike images.

### HACIENDA DE LOS MARTINEZ

#### *Cultural Threads – Nellie Dunton and the Colcha Revival in New Mexico*

June 15–January 6, 2013

Featured will be colchas from the THM's permanent collections and the hand-colored plates of colcha designs from Nellie Dunton's the Spanish Colonial Ornament. Her published portfolio was instrumental in the revival of this art form.

### MABEL DODGE LUHAN HOUSE

#### *Meetings With Remarkable Women*

June 1–3, 2012

Guided by Lois Rudnick, Mabel's biographer, and featuring special guests, participants will discuss these topics, meet a variety of women whose lives have contributed to the community, write about influences on our own lives, and have "Breakfast with Mabel." For registration, please visit [www.mabeldodgeluhan.com](http://www.mabeldodgeluhan.com).

## Exhibitions, Conferences (cont.)

TAOS CENTER FOR THE ARTS/  
ENCORE GALLERY AND THE PARKS  
GALLERY  
*Melissa Zink Remembered, Paintings &  
Sculpture, 1975 – 2009*  
March 24–April 23

TAOS CENTER FOR THE ARTS,  
ENCORE GALLERY  
*Taos Youth Honor their Remarkable  
Women of Taos at the Encore Gallery*  
April 27–May 11

*Force of Nature: Three Contemporary  
Taos Women Artists at the Encore  
Gallery*  
Fall 2012

TAOS INSTITUTE OF GLASS ARTS  
*The Remarkable Women of Glass  
Exhibition*  
Sept 15–October 7

## Events for Remarkable Women of Taos & Northern New Mexico

(partial list as of December, 2011)  
Add to the list by submitting your new  
events in the Taos Online Calendar as  
well as the *Remarkable Women of Taos &  
Northern New Mexico* featured events.

### SOMOS – Society of the Muse of the Southwest, Taos' literary society

SOMOS Winter Writer's Series,  
Harwood Museum Arthur Bell  
Auditorium  
*Honoring the Remarkable Women of  
Taos*  
Jan. 5 – Feb. 23

### Mabel Dodge Luhan House

February 25  
*90th Anniversary of Mabel's House  
(completed in 1922)*

June 1-3  
*Meetings with Remarkable Women  
Workshop*

## Press Event and Public Movie Screening at Harwood Museum

March 22  
*Official media kickoff for the 2012  
Remarkable Women of Taos & Northern  
New Mexico*  
(Agnes Martin's 100<sup>th</sup> Birthday  
Celebration and Exhibit, noted above)  
*Plus, Public screening of 30-minute  
Remarkable Women of Taos movie by  
Peter Walker, Swashbuckler Media, Taos.*

## La Posada de Taos Inn 30th Anniversary Celebration

April 21  
*Women Chefs of Taos*

## Parks Gallery

May 12  
Book signing  
*A Precarious Balance: Creative Women  
in Taos*

## Mabel Dodge Luhan House

June 1-3  
*Meetings with Remarkable Women  
Workshop*

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## Ways to Participate in Taos Tourism's Ongoing Traveler Education Efforts:

Whether it is content connected to the 2012 theme or getting the word out to travellers about what you offer more generally, following are a variety of ways to participate in Taos Tourism programs. Most require effort but not ad dollars – they're free. Select the ones that work for you:

**Get on Cathy Connelly's list for email distributions containing marketing info., notice of marketing meetings, possible collaborations, etc.** When you get on this list you also receive Town of Taos public affairs information. The emails are organized in an easy-review/read format —just scan and use that "delete" button for ones that don't pertain to you. Cathy Ann Connelly 575-751-2001, [cconnelly@taosgov.com](mailto:cconnelly@taosgov.com)

**Enter information online into "Vacation Specials" on the official Taos Tourism web site.** The collective expenditure on promoting this site is over \$600,000 annually – so it gets thousands of visitors each week. And everything is included in this free Vacation Specials listing – not just lodging. It is among the top pages web site visitors go to when they check out Taos. So if you have a special offering, discount, package, etc. enter it! Again – the entry is free. Go to [www.taos.org/offers](http://www.taos.org/offers) and submit (it takes about two weekdays to appear).

**Place your information on the Taos Master Online Calendar.** Enter public events, lectures, shows, classes, conferences, readings—any type of happening, free or paid—onto the Taos Master Online Calendar. Enter at [www.TaosNews.com](http://www.TaosNews.com) and it will not

only appear there, but on [www.Taos.org](http://www.Taos.org), the official Taos Tourism web site, and many other area tourism calendars. Note: The print version of the Calendar in the Taos News can only list no-charge events, but in partnership with the Town of Taos the online calendar will take both types of listings. This calendar is an excellent resource for locals and visitors alike and has new sorting capabilities so visitors can find what they seek.

**Get listed on the official, newly redesigned Taos Tourism web site, [www.Taos.org](http://www.Taos.org).** In the past, this traveler education program has only enabled advertisers to participate once a year—in August—for the upcoming year's outreach. The traditional program has included combined inclusion in the 100,000 official Taos print guide, and on the web site—1,706,500 page views and 181,450 visits this year. While that is still the most bang-for-the-buck way to participate, there is now a new mid-year way advertisers can take advantage of this site's thousands of weekly visitors. That means right now, in January, 2012, you can advertise online on [www.Taos.org](http://www.Taos.org). And note that all \$600,000-plus of Taos Tourism's annual budget for public relations, marketing and promotional activity drives potential visitors to this site. It is the place you should be if you're trying to reach Taos travelers. There are two mid-year ways to participate with paid advertising that enables live links to your own site:

#### ***Online Business Directory Listing: Sign-Up Deadline is January 30, 2012***

You can add your tourism offering to the newly redesigned website and the mobile website for a one-time, set-fee that will place you on both through September 2012. The cost starts at \$300, plus tax. Go online for details and sign up forms, [www.taos.org/advertise](http://www.taos.org/advertise). Questions? Call Amy Ray at 575-758-3447, [amyray@taoswebb.com](mailto:amyray@taoswebb.com). *Lodging properties interested in this web-only version of the program should check with Webb Design for that specific offer.*

#### ***Ad Tiles: Available throughout the Year***

\$400 for 100,000 online impressions (plus tax). Payment due in advance. Credit cards welcome. Note: If you're already in the program as an advertiser, the ad tiles are discounted 25%. Impressions and click-through statistics will be emailed to ad tile participants once a week. Go to [www.taos.org/advertise](http://www.taos.org/advertise) for all the details. Contact Amy Ray with questions, 575-758-3447, [amyray@taoswebb.com](mailto:amyray@taoswebb.com).

**Submit Content for Editorial Use:** If you visit [www.Taos.org](http://www.Taos.org) and feel you have a traveler activity offering that should be listed as a tourism resource without paying to list it, Taos Tourism will consider it for inclusion on the web site in PDF form (no live links to you and your web site – these you only receive within a paid advertisement). To submit for consideration, write up the content (including your contact information and one image) and send to Cathy Connelly, [cconnelly@taosgov.com](mailto:cconnelly@taosgov.com). Or, call her to discuss it ahead of time, 575-751-2001. The program does wish to constantly improve the information provided to Taos' "travel customers." However, the guide and web site program must also partially underwrite the daily management of the site, plus the advertising, marketing, public relations and promotional activities that promote Taos tourism and guide visitors to the site.

**Other Editorial Content Submissions:** In addition, if you have an event, program or unique newsworthy offering that you believe should be featured in our tourism public relations program (either *Remarkable Women of Taos & Northern New Mexico* or general Taos public relations), please write it up and send it in to Cathy Connelly. This content will be considered for inclusion (for free) in Taos' monthly e-magazine sent to 1,033,000 potential visitors, a bi-weekly regional e-newsletter, and/or nationally/internationally via news release with *PR Newswire* and other travel coverage sources.

**Participate With Taos Tourism On Facebook** – "Tourist Information in Taos, New Mexico · Tourist Attraction · Taos, New Mexico": "Like it, "share it," add information, specials, photos/video and discuss Taos. Help it grow. <http://www.facebook.com/#!/TaosTravel>. For other social media connections with Taos Tourism, contact Dez Vega, [dvega@griffinassoc.com](mailto:dvega@griffinassoc.com) or call 505-764-4444, ext. 241.

**Promote and Sell at the Taos Visitor Center:** 1139 Paseo del Pueblo Sur, Taos—at the Corner of Paseo del Pueblo Sur (NM Highway 68) and Paseo del Canon (NM Highway 585), [www.taos.org/visitor-center](http://www.taos.org/visitor-center), 575-758-3873. Email Center Supervisor Michelle Hammer, [mhammer@taosgov.com](mailto:mhammer@taosgov.com) for the following programs and for further information. Or drop in—the Center is open daily 9:00 am to 5:00 pm (except for Christmas and New Year's Day). The Center hosts over 120,000 walk in visitors each year.

**Art in the Visitor Center**—apply to display art in the Center for rotating, two month shows. 25% commission on sales. The Center also assertively directs visitors to your place of business/studio when they see things they like, but would like to see more.

**Shopping in the Visitor Center** – music, books, jewelry, Taos toys, clothing, clocks, and any other locally crafted merchandise can be displayed and sold at the Center. 25% commission on sales. The Center also assertively directs visitors to your place of business/studio when they see things they like, but would like to see more.

**Information at the Visitor Center (Free)** – Bring your rack card, flyer or business card and let the Visitor Center share your information with travelers stopping in. Drop off flyers for weekly specials too – visitors love such discounts or package offers. The Center serves the entire Taos area, and our travel customer. Take advantage of reaching the over 120,000 walk in visitors who stop at the Taos Visitor Center each year.

**Participate in Ad Collaborations and Travel Sweepstakes:** Pitch your own “collaborations” for Taos promotion, i.e., art-focused group ads – or participate in those organized by Griffin & Associates, the Town of Taos, and the Taos Tourism Council. These include paid ads, as well as participation through providing items as part of sweepstakes packages. Come to the bi-monthly joint meetings at the Town of Taos Convention Center and learn more. Notices for these meetings are sent out by the Tourism Council and by Cathy Connelly at the Town of Taos. Sign up to get them by emailing Connelly, [cconnelly@taosgov.com](mailto:cconnelly@taosgov.com).

**Submit Taos Videos and Photographs:** Let us know of great video you’ve already posted or would like to promote on our Taos YouTube Channel. Or, provide new video or photographs to use. We’ll lend you one of our “FlipCams” to take your own and return for editing and posting on YouTube. Just contact Cathy Connelly for details, 575-751-2001, [cconnelly@taosgov.com](mailto:cconnelly@taosgov.com). Please also let travelers know that during 2012 they can enter their video or still photograph to win \$1,000. This prize will be awarded each quarter to qualified entrants – and the first 25 each quarter also receive a \$25 gas card. For rules, restrictions, etc., go to [www.Taos.org](http://www.Taos.org).

**Promotion Via Trip Advisor:** This web site is the largest third-party recommendation site for travel. Go to “Taos, New Mexico” on Trip Advisor and see the new Destination Management Organization (DMO) pages for Taos [www.tripadvisor.com/Tourism-g47224-Taos\\_Taos\\_County\\_New\\_Mexico-Vacations.html](http://www.tripadvisor.com/Tourism-g47224-Taos_Taos_County_New_Mexico-Vacations.html). As a tourism related business, you should enter your own listing (free) or claim your own listing if it is already there (free) on Trip Advisor and have happy customers “rate you” and recommend you. Read about how to do this on Trip Advisor’s web site. You may purchase paid ad tiles on these pages on a quarterly basis through Taos Tourism with Griffin & Associates. Contact Joanie Griffin for details, [jgriffin@griffinassoc.com](mailto:jgriffin@griffinassoc.com) or call 505-764-4444, x222.

