

C E L E B R A T I N G

Women in Business

2022

We salute all of the dedicated women who strive to help our community thrive. From the medical field to motherhood, the courtroom to the conference table, today's women contribute to very area of our nations success.

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How women professionals can make more time for family

❑ These tips can help women free up more time for what’s most meaningful to them.

Women wear many hats every day. That’s especially true for women juggling families and careers. Chauffeur, negotiator, advocate, moderator, mom, wife, and employee are just some of the titles that apply to modern women.

Data from the U.S. Department of Labor and the U.S. Census Bureau indicate women represent nearly half of the United States workforce, but women still devote more time than men to housework and child care. While few are advocating for traditional gender roles of the past to be reinstated, a 2012 Pew Research survey found that very few adults (16 percent) indicated having a mother who works full-time is the “ideal situation” for the family. Nearly 42 percent said a mother who works part-time is ideal. Even among full-time working mothers, only about 20 percent said that having a full-time working mother is ideal for young children.

“Ideal” is not always practical, and since the Pew survey, the workforce has changed in many ways, particularly by the number of employers who have



adopted family-friendly policies or pivoted to remote working during the COVID-19 pandemic. That means working moms have even greater leverage to find a balance that works for their unique situations. These tips can help women free up more time for what’s most meaningful to them.

- Employ time-saving strategies. Embrace ways to save time during the day. Order groceries online during a lunch break and pick them up curbside after work. Pool resources with a neighbor to cover school transportation if busing is not provided. Schedule conference calls during

commutes so they don’t eat into the rest of the day.

- Define your priorities. Think about what cannot be compromised or negotiated. Maybe that is being home at a particular time each day so the family enjoys dinner together. Get clear ideas of what you value most so you can build plans around those priorities.

- Take vacation time. Make it a point to use all vacation time, coordinating days off to coincide with family members’ days off. Family vacations offer the best shots at uninterrupted, enjoyable time together. They should be ranked highly and scheduled early

to ensure travel is possible.

- Use technology to stay connected. There are times when the family may not be able to gather in person. This became evident at the start of the pandemic, when social distancing and isolation became a cautionary tactic to prevent disease proliferation. If the kids are missing you or you are missing the kids at any time during the day, a video chat can be just what everyone needs to feel better.

- Outsource housework and chores with smart ideas. If the budget is there, hire a housekeeper to come in weekly to tame messes around the house. A “mom’s helper” can be hired to come in and tend to certain needs. Family calendar apps can serve as personal assistants to keep track of family appointments. Clothing subscription boxes save time and provide a way to have carefully curated outfits shipped right to your home. A robot vacuum can tame dog fur on the rug while you are working in a home office. These ideas can free up additional time to spend with the family. Working mothers can employ strategies to ensure ample time can be devoted to the ones they love.

Celebrating Women in Business



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Patty Glenn

I married and moved here with my husband seven years ago .I worked in medical marketing for hospice, home health, and skilled nursing. Meeting so many incredible members of the local community provided a lot of insight for me on the unique needs of medical professionals and how they were, to an extent, largely underserved.

Two years ago, while shopping for scrubs for a friend of mine, I realized that the availability of local, stylish, and budget-friendly scrubs was lacking. This was truly my “ah-ha moment.” I knew that I could create a fun and pleasurable shopping experience for medical professionals and offer them fashionable and sophisticated workwear at affordable prices.

I never envisioned myself as an entrepreneur. What it boiled down to, for me personally, was overcoming a fear of failure and trusting the direction of my heart. I'm lucky to have a supportive husband and a community of medical professionals here in Clovis who believe in my dream.

As a mother of a three-year-old, I know that shopping with children can be stressful. Very few boutiques accommodate the curiosity and hyperactivity of toddlers, which usually means mom and dad must shop quickly. What I love about my store is that I created a space for kids to play and explore, without judgment, while parents take their time shopping. From the very beginning my vision was to create a space that felt fun and inviting to everyone.

Every person, regardless of socio-economic status, deserves access to quality workwear, which is why I believe in serving every member of the medical community, from nursing students and dental hygienists to medical janitors and surgeons. In my book, we are all part of the same family and deserve the same caliber shopping experience

My business philosophy is one of honesty, transparency, and genuineness. I fully believe in letting my heart guide my decisions rather than numbers, and prioritizing the needs of my customers above all. When you truly care about people and the service you provide them, they will keep coming back.

More women becoming primary financial providers

Women are increasingly becoming the primary breadwinners in their homes in 2022.

Prudential surveyed more than 3,000 Americans between the ages of 25 and 70 for its “Financial Wellness Census.” The survey indicated that 54 percent of women are the primary breadwinners in their family, while 30 percent are married breadwinners who are producing more than half of their household income. This marks an increase from 2015, when the Center for American Progress found 42 percent of women were sole or primary breadwinners - bringing in at least half of their families’ earnings. This represents a long-running trend that indicates women’s earnings and economic contributions to their families are of growing importance.

Studies show how much more likely it is for today’s mothers and working females to provide essential financial support to their families compared to earlier generations. It can be empowering to be a sole or primary earner. However, this role also may place extra pressure on women who also want to be ideal mothers. While gender roles have become much more egalitarian, the traditional household dynamic, in which women take on more responsibilities around the house, remains predominant in many families. That can contribute to stress for women who work.

A University of Chicago study found that opposite-sex couples in which women were the top earners reported greater relationship strife and were more likely not to endure as couples. The study also found that some women who earned more did a greater amount of housework in order to make their husbands feel better about the situation.

There are several ways to address and cope with feelings that arise from an increase in female breadwinners.

- Stay open-minded. Couples need not fall into dated ways of thinking regarding gender roles. If they adjust their roles accordingly and continue to adapt, things can work out just fine.
- Divide tasks evenly. Evenly divvy up tasks around the house so that neither partner feels as if they are doing more than the other.
- Share financial goals. Even if one person is bringing in more money, the overall household should be the main priority. That means that all adults have an equal say in financial goals, regardless of who earns the most money.

Many women are now the primary breadwinners in their households. That has, in many cases, led to shifting gender roles and couples and families may have to adjust accordingly.



A SALUTE TO SOME OF OUR WOMEN IN BUSINESS!



Pamela McClelland

Pamela is a Shift Manager at the Prince Street McDonalds, she has worked for the Snowberger Team since 2005. In 2015 she was presented with her 10 year ring. Pamela has 3 children and one grandchild.



Janet Dickson

Janet is a Shift Manager at the 14th & Mitchell McDonalds, and has been a part of our team for 33 years. She was awarded Crew Member of the Month and also Crew Member of the Year in 1990. Janet has 4 children: Michael, Pamela, David, and Maurice; 14 grandchildren, and 4 great grandchildren.



Catalina Reyes de Molina

Catalina is a Department Manger at the Mabry Dr. McDonalds. She began working with our team in 2004 and received her 10 year ring. Catalina has 3 children and 2 grandchildren.



Mirna Vasquez

Mirna is the General Manager at the Mabry Dr. McDonalds, she has been a part of the Snowberger team for 18 years. Mirna is a graduate of Hamburger University and received her 10 year ring in 2014. She has 3 children.



Eve Hancock

Eve is the First Assistant Manager at the 14th & Mitchell McDonalds. In her 38 year career with us, she has completed many training classes and is an IOC Graduate. Eve has 1 son and 1 grandchild.



Meghan Roberts

Meghan is a Department Manager at the Mabry Dr. McDonalds. She started her career with McDonalds in 2012 and received her 10 year ring in 2022. Meghan has 2 children.

YOUR LOCALLY OWNED AND OPERATED MCDONALD'S

Creative hobbies can lead to personal and professional growth

❑ Hobbies might provide an invaluable escape for busy professionals, but those professionals should know that creative hobbies also could benefit their careers.

Much has been made of the value of hobbies in providing a distraction from the daily grind. The value of escapism is hard to define, but many successful professionals find that having a hobby that has nothing to do with their profession provides a much-needed respite during those times when work becomes overwhelming.

Hobbies might provide an invaluable escape for busy professionals, but those professionals should know that creative hobbies also could benefit their careers. A 2014 study published in the Journal of Occupational and Organizational Psychology found that non-work creative activity was positively associated with performance-related professional outcomes, including job creativity.

With so much to gain from engaging in creative hobbies, individuals looking for valuable ways to spend their time away from the office can take up activities such as painting, writing, sculpting, dancing, and/or knitting, among others. It's worth nothing that the value of taking up such activities goes beyond personal and professional growth. According to the experts at Solara Mental Health, creative pursuits such as art increase brain plasticity, which is the brain's ability to grow and change over time.

Increased brain plasticity can make it easier to learn new skills and maintain flexibility of thinking into old age. Increased brain plasticity also has been linked to a greater ability to maintain a high IQ.

Creative hobbies are often characterized as a valuable way to blow off steam and reduce stress associated with the many responsibilities of adulthood. Though such characterizations are accurate, the value of creative hobbies

Fastest-Growing Jobs

As many as 3 million new positions are expected through 2030, but which occupations should you be focused on? The U.S. Department of Labor is estimating a job projection growth of 16% over the next eight years, much faster than averages for any other occupation. The growth is mainly the result of our aging population, according to government officials. As we grow older, we have a greater demand for health care. Median annual income for practitioners and technical staff like doctors, surgeons, registered nurses and dental hygienist is also higher than that of any other occupation: They averaged \$75,000 in 2021, compared to others' median annual wage of \$46,000. Some specific areas of health care are of greater need, and so they're besting the average growth rates according to the Bureau of Labor Statistics. Here's a closer look.

Nurse Practitioners

The government's projected rate of job growth for these well-paid health care workers is an impressive 52%. Nurse practitioners usually have more certifications and training than the typical registered nurse, but not so much as a physician. They assess a patient's specific needs, order lab and diagnostic testing and interpret the results, identify special diagnoses, then form and prescribe treatment.

Occupational Therapy Assistants

The Bureau of Labor Statistics' projected growth rate for occupational therapy assistants is 34%, also much faster than the averages for other jobs. They help patients recover and improve after surgery or injury, while also helping with physical skills required for daily life.



Genetic Counselors

These counselors assess an individual or their family's risk for inherited conditions, in concert with local labs, hospitals and university medical centers. The projected growth rate is 26%. As with prosthetists, an advanced degree is required.

Athletic Trainers

Trainers are tasked with diagnosing, treating and preventing injuries to the muscle and bones, as well as other sports-related issues and

illnesses. The predicted growth rate for these jobs is 23%, with principal placement at college and university athletic programs, fitness centers and pro sports teams.

Prosthetists & Orthotists

These specialists are tasked with designing and creating medical devices meant to support and aid in movement, while also ensuring that they properly fit. Upper-level college degrees and certification are required. The projected growth rate is 18%.



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New Leaders Bring Success To CCC



Amiah Robinson joined CCC as the Director of Diversity, Equity, and Inclusion seven months ago. A graduate of the University of New Mexico, Robinson started her career in education as an Upward Bound Program Coordinator in Albuquerque, N.M. In that role, she worked with a diverse population at a high school, which started her passion for celebrating diversity and promoting secondary education, especially for first-generation students.



Emily Glikas began working at CCC part time in 2016 in the Adult Education Program teaching language arts and social studies to adults preparing for the GED exam. She accepted a full-time Adult Education Instructional Coordinator role in 2016, before becoming the Adult Education and Center for Student Success Director in 2018. Most recently, Glikas expanded her role at CCC to include duties as the Executive Director of Sponsored Programs. Glikas holds a bachelor's degree from West Texas A&M University and a Master of Education from Eastern New Mexico University.



Nicolle Holcomb joined CCC as the Director of Communication and Marketing nine months ago. Prior to her role at CCC, she was the Sports Information Director at ENMU. Holcomb gained a love for writing and communication through her undergraduate degree in English at SUNY Oneonta and a Master of Education degree from Endicott College. While her primary background comes from collegiate athletics, those skills have transferred to college-wide communications at CCC.



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How to be a better mentor

❑ Certain traits and practices set mentors apart. Those who want to be mentors can follow these tips.

Mentors can have profound impacts on the lives of the people they mentor. A mentor is often a source of wisdom and support over the course of months or even years. The relationship between mentor and mentee can endure as long as each person desires.

Serving as a mentor can be rewarding. Certain traits and practices set mentors apart. Those who want to be mentors can follow these tips.

Be a good and active listener

Mentors help mentees navigate the tricky waters of life but will not solve all problems. Mentors need to listen to what mentees say, meaning good listening skills are an essential trait for prospective mentors. After listening, mentors can provide a host of solutions, though ultimately it is up to the mentee to find his or her own path.

Meld with the mentee

Mentors and their mentees need to be close and compatible. A good mentor will not try to manipulate or influence decisions, but realize that support and guidance are the best ways to get messages across. Asking a lot of questions and truly getting to know the mentee can set a strong foundation for the relationship.

Emphasize learning

Mentors realize that continuing education is vital to success. Good mentors tend to be lifelong learners who share the lessons they’ve learned with the people they mentor. Even though they may not always be experts, mentors try to be as informed as possible on topics that relate to the mentorship.

Set expectations

It is one thing to provide support, but mentors also should inspire their mentees to work hard. Once mentees cite their goals, good mentors will share their own expectations and goals for their mentees, even going so far as to offer advice as to how to achieve those goals.

Deliver honest feedback

Good mentors will not sugarcoat feedback in order to stay in their mentees’ good graces. A mentor should aspire to be both a critic and a coach. Even though mentees may want to garner praise, mentors know it is important to say what others may not be willing to say. With the right feedback, mentees can flourish.

Honesty, listening skills, a life-long desire to learn, and the ability to mesh with a mentee are all qualities of solid mentors.

Striving for occupational wellness

Wellness is a broad term that can refer to various aspects of daily life. Disciplines like yoga and meditation might be the first things to come to mind when people think of wellness, but focusing on wellness at work can have positive, lasting effects on overall well-being as well.

Occupational wellness is not necessarily a familiar term, but it’s something that most professionals strive for. According to the Student Health and Counseling Services at the University of California, Davis, occupational wellness inspires people to find work from which they will gain personal satisfaction and find enrichment. Occupational wellness promotes the exploration of various career options and the pursuit of those opportunities that most appeal to each individual.

While it may seem like common sense to aspire for an engaging, enjoyable career, the effect that finding such a career can have on overall well-being might not be so apparent. In an analysis of a recent Gallup World Poll, a survey that asks hundreds of thousands of workers across the globe about their jobs and their job satisfaction, Harvard Business Review found there is a correlation between job satisfaction and life evaluations. People who report being satisfied with their current jobs seem to be happier overall.

So how can one embrace the concept of occupational wellness? UC Davis offers individuals the following suggestions as they begin their journeys to occupational wellness.

- Perform some self-reflection. Reflect on yourself and what you need out of a job. Are there certain occupational tasks you enjoy? Are there some you find burdensome? Identifying those you enjoy and those you feel are onerous can help you narrow down your options to careers you will find engaging and rewarding.

- Consider unpaid work and volunteer opportunities. Even though they don’t pay, unpaid work and volunteer opportunities can still enrich your life and provide personal satisfaction. Such opportunities should not be overlooked.

- Practice open communication and proper conflict management with colleagues. Negative working environments can be stressful, leading to dissatisfaction on the job. Openly communicating with colleagues and resolving conflicts in a proper, professional way can foster a positive working environment, potentially contributing to greater job satisfaction.

Prioritizing occupational wellness can help people live happier, more fulfilling lives.

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