Celebrating Our Community’s Women in Business

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 every area of our nation’s success.

Women-Owned Businesses

The growing American economy has been good for all businesses, but especially so for small business and, in particular, women entrepreneurs.

According to the U.S. Small Business Administration, women entrepreneurs make up a growing share of small business owners, a number that has increased exponentially year after year. According to the 2019 American Express State of Women-Owned Businesses report, which uses the most recent data from the Census Bureau’s Survey of Business Owners to make its projections, women own 13 million companies in the U.S. and employ more than 9.4 million people, generating $1.9 trillion every year.

In 2017, women launched almost 2,000 businesses every day. That’s a long way from the figures in 1972, when only 402,000 women owned businesses. Here are some other key facts and figures from the report.

Since 2014, the annual growth rate of women-owned businesses — defined as businesses that are at least 51% owned, operated and controlled by one or more females — has been double of all businesses. The number of women-owned businesses increased 21%, while all businesses increased only 9%. Total employment by women-owned businesses rose 8%, while for all businesses the increase was 1.8%. Total revenue growth of women-owned businesses was about the same as for all businesses: 21% and 20% respectively.

Government Contracts

The growth of women- and minority-owned businesses in recent years likely didn’t happen by accident, according to an article in The Atlantic magazine. The impact of such legislation as the Small Business Jobs Act of 2010 and the Women’s Equity in Contract Act — both of which help women-owned businesses win more government contracts — also helped propelled growth. Both these acts worked to put women at a competitive advantage, the magazine reported, and enabled more women get started in business for themselves.

Diversity

Even more astounding than the explosive growth of women-owned businesses during the past five years is the fact that businesses owned by women of color grew at twice that rate (21% and 43%, respectively). Business owned by African American women grew even faster at 50%. That growth also holds true for other women of color, such as Latinas, Asian Americans, Native Americans and Hawaiian/Pacific Islanders. While these businesses grew at a slower pace than figures for women of color, they grew faster than women-owned businesses and all businesses overall.

What They Do

According to the report, 50% of all women-owned businesses are focused in such small business categories as services, health care and professional/technology fields. This figure reflects overall growth trends in small business concentrated on five industries:

- Health care and social assistance: 14%.
- Accommodation and food services: 11%.
- Professional, scientific and technical services: 11%.
- Educational services: 10%.
- Transportation and warehousing: 10%.

Impact

All these facts and figures point to an inescapable conclusion: Women-owned businesses are, like all small businesses, a key economic driver. While a disparity exists between these businesses and others, it’s clear that women-owned businesses are improving both their own financial security and those of their employees.
Benefits of Shopping Local

There are far-reaching benefits to supporting local businesses in your community.

Not only do local small businesses increase the value of your shopping experience by providing unique goods and services, but your patronage makes a valuable contribution to supporting your local economy. Here are some other benefits of supporting local businesses.

**SUPPORT**

By frequently shopping at or using services provided by locally owned small businesses, you are supporting the local economy. Your patronage makes a valuable contribution to supporting your local economy.

**EXPERIENCE**

Nothing beats in-person shopping, and local small businesses are renowned for offering special value to customers by providing unique experiences, personal service and treatment you can't find online. Increasingly, many small, locally owned small businesses are now finding a home in malls as chain stores move out. And you're just as likely to find a local business adjacent to any big box retailer.

**COMMUNITY**

From the coffee shop you frequent to the yard maintenance firm you use to the local restaurant you dine at, spending at small businesses in your area creates a sense of community. These relationships form bonds between a business and its customers that form character and encourage community involvement. Gathering spots such as pubs, record, book and art supply stores often act as hubs for community. Gathering spots such as pubs, record, book and art supply stores often act as hubs for community.

**PRODUCTS**

Small businesses are known for providing a variety of special or unique products and services not found anywhere else. From gift shops to hair salons, clothing boutiques to diners, you'll escape the norm of mass-produced goods found at big stores and often impersonal service from chain outlets. Local small businesses pride themselves in providing products with an exceptional level of quality.

**ENVIRONMENT**

If you have concerns about the environment and your carbon footprint, shopping at local small businesses in your neighborhood can mean lessening the impact. You'll drive less, maybe even walk or take public transportation, which will in turn bring down noise and pollution by decreasing traffic.

**INSPIRATION**

Every small business owner got into business to bring a dream to life. They spend extraordinary amounts of time and effort into making that business a success, which translates into the often superior customer experience you'll encounter when you walk through the door.

By supporting local small businesses, you're supporting someone's dream. Perhaps it might prove so inspiring you'll be moved to opening your own business.

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**Gali Tarson**

Owner

The most rewarding part of being in business in this community is building relationships, supporting local organizations, and reinvesting back into our community.

My advice to other women is to go after your dream and don't let anyone or anything get in your way. Do your homework and be prepared to give it everything you've got.

My dream job as a kid was to be an archeologist. I love the dig and discovery. But jewelry has always been a passion for me, even as a young girl. I'm living my dream.

There are many women who inspire me, but I would say that I look up to Princess Diana who always showed a humble and beautiful spirit of love, compassion and caring.
The employment outlook for women over the next several years is very good. According to the U.S. Bureau of Labor Statistics, women predominate in many fields that projections suggest will have considerable openings through 2026. In its job openings projections that estimated openings between 2016 and 2026, the BLS found that 13 of the 20 occupations with the best employment outlook employed more women than men in 2016. Childcare workers, registered nurses, nursing assistants, and home health aides were all professions that were dominated by women, and the BLS anticipated that each profession would have considerable openings through 2026. The field of nursing figures to be especially good to women in the coming years, as the BLS estimated, in its recent “Occupational Outlook Handbook,” that employment of registered nurses was projected to grow by 12 percent between 2018 and 2028. Registered nurses, 90 percent of whom are women according to the BLS, figure to benefit greatly from this rosy employment outlook.

**We Salute Our Area’s Female Business Owners For Their Great Work and Contributions To Our Community**

**Robyn Snowberger**

Robyn Snowberger partners with her husband, John, to own and operate McDonald’s restaurants in Clovis, Portales, Texico, and Latonita.

Robyn is a 12 year member in the McDonald’s Women Operators Network and has affiliation with Ronald McDonald House of the Southwest, United Way Women’s Initiative and the High Plains Crop Bureau (McDonald’s), she is also a graduate of Hamberger University in Chicago.

Robyn is a leader in our communities. She has attended Leadership Clovis, Leadership Plain, is on the Executive Board of the Clove/County Chamber of Commerce and on the Board of the Portales/Potewtie Chamber of Commerce. Robyn has recently joined the Committee of 50 and is active with the Portales Military Affairs. As a prominent figure in Clovis and Portales, Robyn’s hard work with McDonald’s has received “Business of the Year” awards, the Ronald Award in 2011 and McDonald’s Rockstar of the Year award in 2012. Most recently, Robyn was awarded “Citizens of the Year” in Clovis, NM in 2018.

*“Spending time making memories with family and friends is my favorite pastime.”* - Robyn Snowberger

Robyn is a Mother of 5 and is a “Mom” to 15 grandchildren. 3 of her children are involved in McDonald’s – one is an owner of 7 restaurants, one in the Next Generation Program, and Chelsea will open soon in the Next Generation Program.

Robyn is very involved with Faith Christian Family Church, serving on the baptism and childcare teams as well as hosting women’s bible studies in her home.

**Chelsea Richards**

Chelsea is married to Shane Richards. Together they have three children, Kylee age 7, Scott age 3, and Zoe 9 months. She has been with McDonald’s for 13 years. In that time, she has held positions as crew member, crew trainer, shift manager, assistant manager, and is now the general manager for the Portales Street location, responsible for the day to day operations of the restaurant. She is also a graduate of Hamberger University in Chicago and has proven to be a great leader through her planning. She has consistently prepared her team for success. She has developed a great relationship with them, and her team is quick to buy into any way to make the restaurant successful.

**Charissa Harguess**

Charissa is married to David Harguess, together they have two children, Jovani, 18 and Josiah, 17. She has been with McDonald’s for 20 years. Starting as a crew member she worked her way up through crew trainer, shift manager, assistant manager and is now general manager of the McDonald’s on Main street, overseeing the day to day operations of the restaurant. A graduate of Hamberger University in Chicago, she has been recognized as an Outstanding Manager by McDonald’s for the performance of her restaurant. Charissa is a great leader and has built numerous relationships with her team. Her colleagues know they can count on her to be there for them in times of need, work related or a life event.

**Your locally owned and operated McDonald’s**
Maureen “Mo” Daly-Bell
Mo has deep roots in the Clovis community. The Daly Family came to Clovis with the Air Force in 1972 and Mo attended and graduated from Clovis schools. She is married to Jerry Bell and has a daughter, Heather Bryant, extended family includes Conny Bell and Courtney Diane, and six grandchildren.
Mo and Jerry opened Bella Gardens, a full service nursery and landscaping business in April 2018. They bring to their customers indoor and outdoor seasonal plants, trees, rocks, farmstead and stately chic decor and candles. Landscaping services include moving, weed trimming and some lawn trimming. They also provide sprinkler systems and landscape irrigation system evaluations and commercial supplies.
When asked how her new business had done; Mo commented, “Our first season was great! It is unbelievable how well our business has been accepted in the Clovis community.”

I started working at Daylight Donuts when I was 14. Throughout the years, even I had my kids, I always came back here. After 4 or 5 years I knew I wanted to own Daylight Donuts one day. The previous owner and I joked about me owning it. Eventually I told him I was serious about it, and he said “you know what, you’re the right person and it’s the right time.” It will be 4 years on December 17th.

My faith and my family are both very important to me. God has given me the opportunity to do this. I want to honor him, love people, and be a good steward of what he’s given me. I work hard but through God’s grace I am able to do what I love. I’m married to a wonderful man who is in the Air Force. He has helped me so much as well as his time off. I have 4 children and 1 grandbaby.
All the time people come in and tell me “I don’t know how you work here and stay so fit! I eat the donuts too but it’s all about balance! I love fitness and I want to encourage people to have a healthy and fit lifestyle but still enjoy food!” Don’t put a bunch of restrictions on yourself. Be active, enjoy life, take good care of yourself and eat what you love.
I really love customer service. I love people and taking care of people. The relationships I’ve built here are amazing. I’ve seen babies graduate, kids turn into parents, parents become grandparents. I have my regular coffee drinkers that come in every morning; they’re like grandpas to me. For 22 years I’ve been a part of this place and it’s a part of me: This is a second home.

COMING VISIT OUR DOUGH BAR!
- HAND DIPPED BLUE BELL ICE CREAM (8 FLAVORS)
- FRESH CAKE DONUTS
- EDIBLE COOKIE DOUGH
- SOFT PRETZELS W/SAUCES

HOURS OF OPERATION:
DONUT SHOP: 7 DAYS A WEEK
5:30 AM-11:30 AM
DOUGH BAR: WEDNESDAY-SATURDAY
3:00 PM-8:00 PM
The availability of digital content has made it easy to forget how pleasurable it can be to pick up a good book and get lost in a story. In fact, a 2015 Huffington Post/YouGov poll of 1,000 adults in the United States found that 28 percent hadn’t read a single book in the previous 12 months.

Researchers at the Yale School of Public Health analyzed 12 years of data from the University of Michigan’s Health and Retirement Study concerning reading habits. Among the 3,600 participants over the age of 50, those who read for as little as 30 minutes per day over several years were living an average of two years longer than those who didn’t read.

Studies have shown that reading improves fluency and story retention while providing a host of additional benefits to young children. However, the perks do not end with the passing of adolescence. Data published in the journal Neurology found reading regularly improves memory function by working out the brain. This can help slow a decline in memory and other brain functions. Frequent brain exercise can lower mental decline by 32 percent, according to research published in The Huffington Post. Studies even suggest that reading can help a person be more empathetic to others’ feelings. Research published in the journal Science showed that reading literary works (not popular fiction) cultivates a skill known as “theory of mind,” which is the “ability to ‘read’ the thoughts and feelings of others.”

Reading also can be calming, helping to reduce stress as a result. By losing oneself in a book, worries and stress can melt away, says research conducted in 2009 at the University of Sussex. Measuring heart rate and muscle tension, researchers discovered that study participants needed just six minutes to relax once they began reading. There are many other reasons why reading is good for the mind and body. The following tips can help men and women find more time to read.

• Find small minutes to read. Busy people may think they don’t have the time to devote to reading, but if they read in small intervals, the amount of time will add up. Read during commutes (if you’re not driving), while in physicians’ waiting rooms or during a lunch hour.

• It’s okay to quit. If you’re a few chapters into a book and it’s not striking your fancy, it’s okay to trade up for a more interesting tale. Don’t feel obligated to finish a book if you are not engaged.

• Read paper books. Reading printed books can be a welcome, relaxing change from looking at screens all day. This may inspire you to read more and for longer periods of time.

• Join a book club. A book club in which you engage with fellow readers can motivate you to read more often.
Joy Felty, APRN, MSN, FNP-C

I am a lifelong resident of Clovis. Being from this community I feel truly blessed to serve the residents. I try to always make a positive impact on the patients I treat. I strive to provide a comfortable and nonjudgmental environment in which to treat my patients so they are comfortable and able to open up about their needs. I find great joy in giving back to my community and I am an active member of the Clovis Rotary Club where I am given this opportunity regularly. I have been on the board for 3 years now as the Civic engagement chair. I feel as though I have found my calling in the nursing and medical field. I am lucky to have the opportunity to work for Clovis Family Healthcare where we are family and we care about our patients and their outcomes. Being in business as a woman in this great community is rewarding.

Amanda Elam, MSN, FNP-C

Amanda Elam, Family Nurse Practitioner. Certified in Botex Injections and dermal fillers. I am an Air Force Veteran, Family Nurse Practitioner. God-fearing woman, proud wife and mother, and I strive to be a mentor to men and women who desire to change their lives. My only hope is to inspire others to chase their dreams and never give up while reaching and sustaining their highest quality of health.

I have dedicated myself to serving and caring for people of all walks of life. As a Nurse Practitioner serving in Clovis and surrounding areas, I not only treat patients physically ill, but I also strive to provide leadership, advice, and motivation to encourage men and women to live their best life. Another passion of mine is helping women feel beautiful on the outside as they do on the inside. Botex injections and dermal fillers allow me to fulfill this desire as well as encouraging healthy eating and exercise. I truly feel that my passion for helping others is evident in each patient encounter. Clovis is an incredible community and I am grateful to have this opportunity to help improve lives.

Regardless if I am discussing medical treatments or reminding patients to get rid of all of the negative, self-limiting thoughts, I feel that my message is consistently the same — changing your thoughts can change your world.

Johanna Pettry
FNP-BC

I am a Virginia native who graduated from the Georgetown University Family Nurse Practitioner program over 15 years ago. Because my heart was set to serve in a rural community, I applied for a scholarship from the National Health Service Corps. The NHSC supports qualified healthcare providers who are dedicated to working in areas of the United States with limited access to medical care. I was fortunate enough to have been awarded this incredible scholarship which paid my way through nurse practitioner school in exchange for serving a two-year commitment in Eastern New Mexico. My husband retired from the Army, we packed up our belongings, and moved to Clovis where we still live...eighteen years later! I take pride in using a holistic approach to patient care, and strive to have a positive impact on the health and wellness of each and every patient I see. It has been an honor serving the health care needs of this community.

Trina Donohew
B.S., M.S., PA-C

Trina has been providing care to residents of Clovis and the surrounding area for the last 9 years and has been a PA for 11 years. Her favorite part about practicing medicine here is being allowed the opportunity to build relationships with patients and work with them to improve their health. She and her husband Matt have two children, Searlitt and Emmett and one on the way. They enjoy travel and anything else that allows them time together.

Erika S. Potts
MSN, RN, FNP-BC

Erika is a family certified nurse practitioner with more than 15 years experience. She is serving Clovis and the surrounding communities with great pride in emphasizing care towards disease prevention and wellness promotion. Erika believes in developing relationships with each and every patient to ensure they are able to reach their healthcare goals. She was voted “Best Nurse Practitioner” in Clovis for four consecutive years. She is a Clovis native and considers it a privilege and honor to serve the great community she was raised in.

She enjoys family practice because of the wide variety in illnesses she is able to treat. She enjoys treating acute illnesses as well as more complex diseases such as diabetes, high blood pressure, and COPD. Erika is currently accepting new patients.

Call us today for an appointment:

375.762.4455

Providers
- Jon M. Shredar, D.O.
- Amanda Elam, MSN, FNP-BC
- Joy Felty, MSN, FNP-C
- Johanna Pettry, MSN, FNP-BC
- Erika Potts, MSN, FNP-BC
- Trina Donohew, PA-C
- Aaron Lockmiller, FNP-C

Services
- On-site laboratory
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- Physicals
- Preventive health exams
- Minor procedure
- Sports Physicals
- Well-Child Exams

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Fri 8am-12pm

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Fri 1pm-5pm
Sat 10am-3pm

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