

# 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.*



**The** EASTERN  
NEW  
MEXICO  
**NEWS**



## 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**

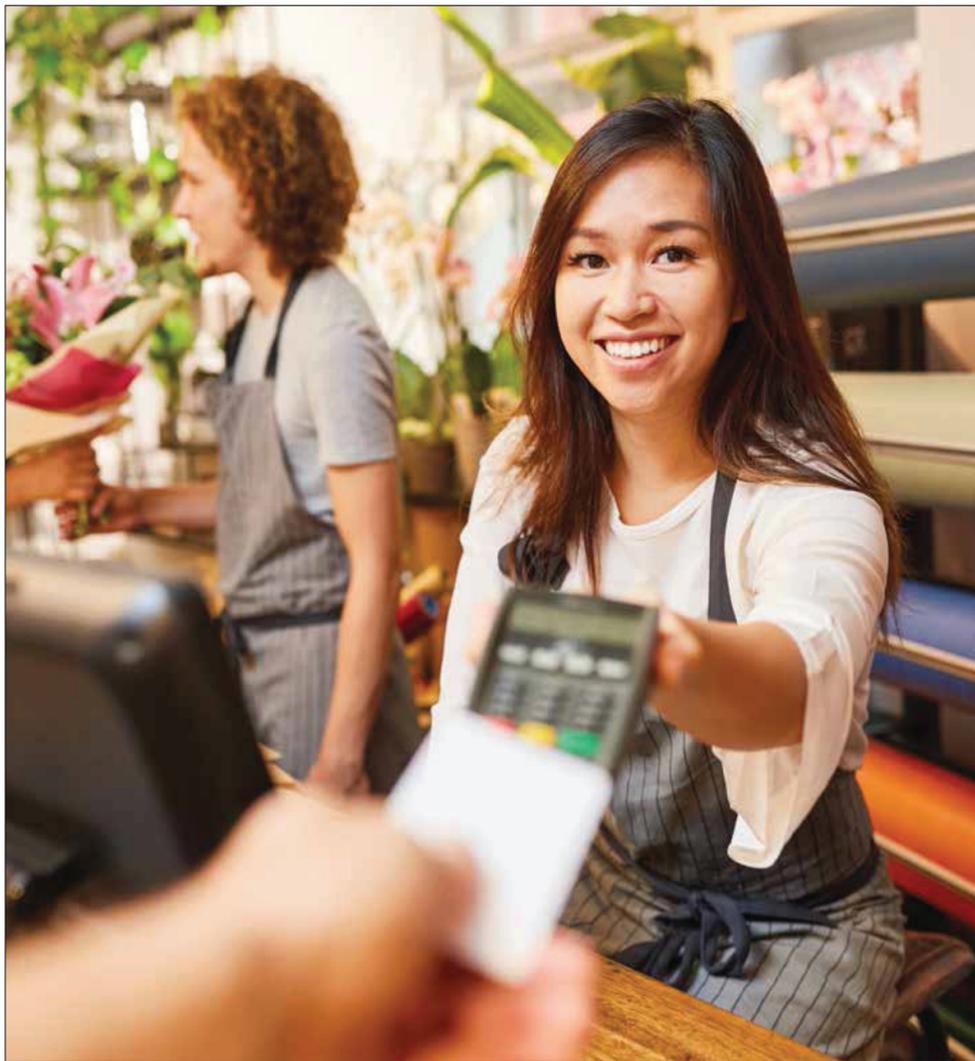
By frequently shopping at or using services provided by locally owned small businesses, the money you spend stays in your community. Local sales taxes from these businesses go to support important community services such as police and fire protection, education, parks and recreation and other services and publicly funded initiatives. According to studies, as much as two-thirds of every dollar you spend will wind up reinvested in your community.

**JOBS**

This is simple: Small businesses make up the majority of employment in the U.S. and also account for the bulk of new jobs. Supporting local small business means you support local job creation.

**EXPERIENCE**

Nothing beats in-person



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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, spend-

ing 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 events hubs

that bring those with like interests together.

**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 take pride 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.



## Gail 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.

DIAMONDS  
EVERMORE

The Destination Jewelry Store

1407 N MAIN STREET

### New Leaders Bring Success to the College



Regina Dart, Director of Human Resources, Clovis Community College

Dart originally grew up in Connecticut and moved locally to Clovis in 2004. Prior to her arrival in Clovis Regina obtained a Bachelor's Degree in Business Administration. Upon moving to Clovis, Dart starting taking classes here at CCC in 2012. Regina is proud to say that she is an Alumni of Clovis Community College by obtaining a second degree with an Associates in Fine Arts. Regina is a great example of the dedication and persistence that the student's at CCC possess.

As the newest Director for Human Resources, at Clovis Community College, Regina Dart has already made a lasting impression on the institution. Regina's new role in Human Resources began this year and she has helped the college adapt to all of the changes that the world and our community have overcome due to the COVID-19 pandemic.

Regina began her journey in 2017 as a work study student here at Clovis Community College. After completing her role as a work study, Regina became a full-time employee in 2018 as a Faculty Office Secretary. Dart's newest transition was into Human Resources where she currently serves at the Director of the department.

When asked what the best part of her new role as Director of Human Resources was, Regina stated, "helping people and helping all of the employees here at CCC." Regina and her department provide the tools for all the employees here at Clovis Community College to become successful and grow in their roles to advance the institution.

After being asked what advice Regina would give to her fellow women in business, she stated, "For this particular year would be to persevere and to keep going because you will get through it." The general advice Dart provided for everyone was to "strive and not to be afraid of reaching for your highest possible goals that you can. You can achieve anything!" Clovis Community College is fortunate to have Mrs. Dart represent the institution as well as its employees.

CLOVIS COMMUNITY COLLEGE... A CARING CAMPUS!



### New Leaders Bring Success to the College



Heather Lovato, Chief Financial Officer, Clovis Community College

Heather Lovato currently serves as the Chief Financial Officer for Clovis Community College. As a long-standing employee with the college, Heather has adapted to her new role in serving as CFO remarkably. Despite this year's challenges with COVID-19, Heather has managed to keep a stable financial foundation for all the employees and board of trustees members at Clovis Community College.

As a Clovis native, Heather has been a member of the community since she was a small child. Heather moved to Clovis as a result of both her parents being active duty in the military. Mrs. Lovato earned her Bachelor's Degree in Business Administration with an emphasis in Accounting while employed at Clovis Community College. Heather has been employed with CCC for 17 years. Her employment journey with the college began as a student employee in Human Resources until she was moved to a full-time employee.

Heather then worked for 15 years prior to her transition into the Finance Department. Lovato has currently been in the Finance department for 2 years prior to accepting the position as CFO. As an executive leader and asset, Heather's education and experience here at the college should be applauded and recognized within the community.

When asked what was the best part of being employed at CCC, Heather stated, "the family and the community we all share. CCC has a feel of family and feels like home." Heather stated that her prior supervisors attribute to her current success. She owes so much of her success to her past supervisors and leadership prior to her current role as CFO.

The advice that Heather would give the women in business today is to always apply yourself and continue to strive for success no matter what obstacles you may be faced with.

Clovis Community College is very fortunate to employ such a hard-working and successful individual such as Heather Lovato that represents the institution and the students it serves.

CLOVIS COMMUNITY COLLEGE... A CARING CAMPUS!



# DID YOU KNOW?

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.

# The EASTERN NEW MEXICO NEWS



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



## Saluting WOMEN in BUSINESS

*We are grateful for all the hard working women in our area.*



**Robyn Snowberger**

**Robyn Snowberger** partners with her husband, John, to own and operate McDonald's restaurants in Clovis, Portales, Tucumcari and Lamesa.

Robyn is a 12 year member in the McDonald's Women Operators Network and has affiliations with Ronald McDonald House of the Southwest, United Way Women's Initiative and the High Plains Coop Board (McDonald's), she is also a graduate of Hamburger University in Chicago.

Robyn is a leader in our communities. She has attended Leadership Clovis, Leadership Portales, is on the Executive Board of the Clovis/Curry Chamber of Commerce and on the Board of the Portales/Roosevelt 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 McDonalds has received "Business of the Year" awards, the Ronald Award in 2011 and McDonalds Rookie of the Year award in 2012. Most recently, Robyn was awarded "Citizen 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 "Mimi" to 11 grandchildren. 3 of her children are involved in McDonalds - one is an owner of 7 restaurants, one is in the Next Generation Program, and Chelsea will soon enter 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**  
General Manager

**Chelsea** is married to Shane Richards. Together they have three children, Khloe age 7, Scott age 3, and Zoe 9 months. She has been with McDonald's for 15 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 Prince Street location; responsible for the day to day operations of the restaurant. She is also a graduate of Hamburger 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 help out in any way to make the restaurant successful.



**Charissa Harguess**  
General Manager

**Charissa** is married to Daniel Harguess, together they have two children, Jeremy, 18 and Isaiah, 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 Mabry drive; overseeing the day to day operations of the restaurant. A graduate of Hamburger 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 meaningful 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*

# Dina Jamison *Owner*

My name is Dina Jamison, owner of Coyote Painting & Renovation. I have been in the construction industry for over 30 years, and have been a licensed contractor through the state of NM for the past 15 years.



In 2012 I established Coyote Painting & Renovation so that I could support my family. With a vast amount of integrity I approach each job as if it is my own home. We believe one should have pride in their work and strive for excellence, let us breathe new life into any of your projects!



**Clovis, NM**  
**575-749-8738**

# Natalie (Woods) Luscombe

**FSI-G Mortician**



Natalie went into death care with the intent of providing actual compassion, and empathy to those in her community, on the worst day(s) of their lives. Natalie states "My entire mission through funeral service is to create and maintain a genuine, sincere ministry of love to all, and to help memorialize those we have lost, by celebrating who someone truly was and is." Natalie or "Nate" Luscombe started her mortuary career in January of 2018, and was very excited at the chance to transfer from her hometown of Odessa, Texas to Clovis and go to work for Steed Todd Funeral Home and Crematory.

On top of Natalie's already acquired mortuary licenses in New Mexico, she is currently obtaining her crematory license, Associate degree in science; afterward a Bachelor degree in grief counseling, and is currently working on an Instructor course with the NM Department of Health, in order to educate our community on adult and adolescent suicide prevention.

Natalie embraces diversity, culture, and all faiths. She is honored to help create personal services for your loved ones, if ever needed.

*Steed Todd Funeral home has served Clovis and the surrounding communities in Eastern New Mexico and West Texas since 1907. We offer a full range of traditional and cremation services as well as pre-arrangement plans.*

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**FUNERAL HOME & CREMATION SERVICES**



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# Tisha Brothers

**1939-Present**

Aucutt's Paint Store offers on-site recommendations, color matching, PPG Automotive Refinishes, PPG Paints, Hunter Douglas Shutters & window coverings, Cabot exterior stain, custom loaded spray cans and many other specialty products. Aucutt's is now a Dixie Belle Premier Retailer for their chalk mineral based paint for refinishing furniture.

The Aucutt's staff consists of Kevin Wilkerson, Steve Fenstermaker and Tisha who will go above and beyond to give you the information you need to complete your paint projects. Aucutt's wants to know you by name and make your painting experiences unique and personal.

I want to personally thank ALL the people of Clovis for supporting us during this pandemic. We have seen numerous new faces and hope to see many more. We are truly blessed and humbled by your continued support.

**Thank you Clovis for an awesome 80+ years! (and many more to come)**

# 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 Jady Bell and has a daughter, Heather Bryant, extended family include Corey Bell and Courtney Dunn, and six grandchildren.



Mo and Jady opened Bella Gardens, a full service nursery and landscaping business in April 2019. They bring to their customers indoor and outdoor seasonal plants, trees, rocks, farmhouse and shabby chic decor and candles. Landscaping services include mowing, weed trimming and hedge trimming. They also provide sprinkler systems and landscape design for residential and commercial businesses.

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."

*Do you have plants that need help or questions about plant care? Come by and talk to us at Bella Gardens!*



**5142 N Prince, Clovis, NM | 575.935.5697**

# Daylight Donuts



# MEGAN REYES

I started working at Daylight Donuts when I was 14. Throughout the years, even as 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 when he has 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.



## COME 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**

# Read More For Better Health

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.

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.



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.

## Finding time to read more can improve cognition, reduce stress and increase intelligence.

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

- 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.



## Celebrating Our Women in Business



Annette Salguero   Alicia Goodson   Felicia Powell   Janice Castillo

**Annette**  
Human Resources Administrator  
19 years

**Alicia**  
Accounting & Finance Manager  
9 years

**Felicia**  
Office Manager  
11 years

**Janice**  
Member Service Advisor  
16 years

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Portales, NM



# Clovis Family Healthcare

**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 Botox 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 physical illnesses, 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 as beautiful on the outside as they do on the inside. Botox 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 Pettrey**  
FNP-BC

I am a Virginia native who graduated from the Georgetown University Family Nurse Practitioner program over 18 years ago. Because my heart was led 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, Scarlett 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:**



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- Jon M. Shrader, D.O.
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- Erika Potts, MSN, FNP-BC
- Trina Donohew, PA-C
- Aaron Lockmiller, FNP-C



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