

CELEBRATING OUR COMMUNITY'S



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.

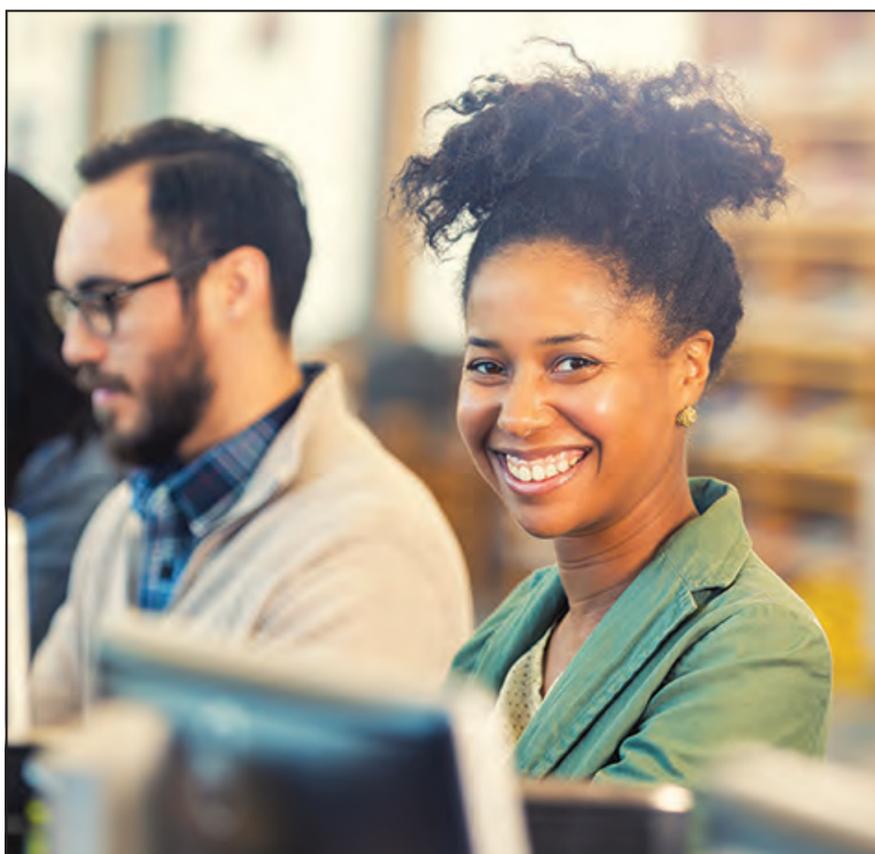
The evolution of women's employment

- ❑ Women have made great strides in various industries over the last several decades. Despite those strides, women still face many obstacles in the professional arena.

Women have made great strides in various industries over the last several decades. Despite those strides, women still face many obstacles in the professional arena, including the gender pay gap. Business Insider reports that the median full-time, year-round female worker made just 81.6 cents for every dollar her male counterpart made in 2018. Furthermore, the salary resource PayScale indicates research shows that the uncontrolled gender pay gap has decreased by just \$0.07 since 2015.

Though the pay gap must be addressed, women have made strides unrelated to compensation. For example, a report from the U.S. Department of Labor released in January 2020 indicated that 95 percent of the net jobs added in December 2019 went to women. At the same time, women held just over half of all payroll jobs in America for only the second time in the country's history. The first period was during the Great Recession, when layoffs predominantly affected male workers.

According to NPR, the growing number of women



on payroll could reflect a long-running evolution away from male-dominated industries toward the service side of employment, where women seemingly have an advantage. However, this may not be the only reason why women had been slowly edging out men prior to COVID-19.

The popular social media network and career resource LinkedIn analyzed more than 20,000 job applications on the job-hunting site MoveMeon back in 2016. Some trends emerged during that analysis. Women were more

likely to be invited for an interview after applying to a job, but they were also performing better at those interviews. Data indicated each application made by a woman was 35 percent more likely to result in a female hire compared to a man. Furthermore, women viewed 20 percent fewer jobs than men and were still finding success getting hired. The research indicated men were competing more for jobs but being hired less often.

An area where men still excel regards getting recruiters to open their social media/job-hunting

profiles. In 2019, LinkedIn indicated recruiters were 13 percent less likely to click on a woman's profile on the site when she showed up in a search, and 3 percent less likely to send a woman an InMail after viewing her profile. To combat this bias, more companies in the future may implement hiring that removes key identifiers like names and photos from candidates' applications to judge applicants solely on their merits.

Despite the advances women have made in the professional arena, the United States Department of Labor indicates that females accounted for the overwhelming majority of all job losses in December 2020 due to the pandemic's ongoing effect on the economy. The National Women's Law Center says that, since February 2020, women have lost a net 5.4 million jobs due to the economic fallout from the pandemic.

Further analysis of women's mark on the employment sector may be skewed until the economy recovers from the pandemic. But while the pay gap needs to be addressed, women have made great strides in other areas.

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



Blanca Rios Owner

It was Blanca's love of crafting that led her sister to encourage her to open Blanca's Crafts & More at 211. N Main in May of 1995. This was the first step in what grew to become Blanca's Bridal and Floral. Many of Blanca's customers would ask her to create bouquets and bridal head pieces and veils, so when she relocated to a larger location on Prince St. she decided to add bridal and formal dresses along with a florist shop.

Today, Blanca's Bridal and Floral is located on the corner of Main & 11th St. and serves not only Clovis but the surrounding communities as well. Blanca's has everything you need to celebrate Baby Showers, Baptism, First Holy Communion, Quinceaneras, prom, graduation, bridal showers and weddings. From clothing to decorations, Blanca's has it all – and they even offer their services to decorating for any event. Blanca Rios has spent the last 26 years building her business, and in her mind she isn't "successful", she is blessed, and she gives credit to God and to the people He has put in her path along the way. She appreciates this communities and her customer who have supported her throughout the years.

Blanca's Bridal & Floral

1020 N. Main St., Clovis, NM 575.762.0650 www.blancasfloralshop.com

It started out as a hobby and turned into a career. Tanya has always enjoyed being creative especially with thread & textiles. She opened TDT Embroidery in 2007 and has been providing Portales and surrounding areas with all of their embroidery needs since.

From embroidery and laser engraving to custom orders, she does it all. Fourteen years later TDT Embroidery is proud to continue providing quality designs for all of your special moments in life.



Tanya Tucker

575-910-5811
416 S. AVE. C
PORTALES, NM 88130



109 S. Main St • Portales, NM 88130

Mary Newell and Julie Rooney have been friends for years before they partnered up and went into business. Starting with a small store front and bakery, they have tackled many challenges to own and operate The Courthouse Cafe and The Happy Place.

The Cafe is home to the original bakery plus more, made from scratch delights. The Happy Place continues to sell candy, and yarn and has become a full gift shop for downtown Portales.

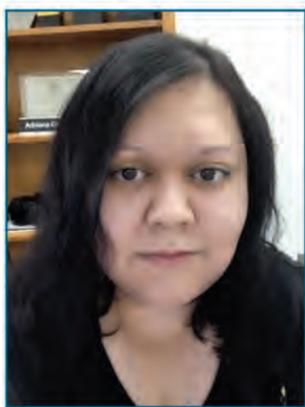


Mary has a wealth of experience in the restaurant industry after a long career with the Cattle Baron Franchise. High quality, original recipes that are made in house are her specialty. Meats are roasted on site and coffee is roasted locally and ground right at the coffee bar.

Julie has an eclectic background including being a zookeeper. She enjoys bringing unique items and handmade products to her shop.

Brought to You By
Those Two Women on The Square

LEADERS BRING SUCCESS TO THE COLLEGE



Adriana Garcia

Senior Graphic Designer
Clovis Community College

Describe your current position with us here at CCC?

I am in charge of putting together advertising campaigns for the College. I do graphics for Social media, web pages, print materials, newspaper ads, billboards, publications, and

informative signages around campus. I also take photos of art gallery receptions, open houses, transfer fairs, cultural arts series shows, and fun events on campus.

What is your education background? Where did you get your education from?

I graduated high school from Friona, Texas. Then, I moved to Clovis, NM, to attend Clovis Community College where I finished my degree in Graphic Design.

What is the best part of being employed here at CCC?

I enjoy the environment and the friendly people I work with daily.

What advice would you give the women in business today?

Being a good listener and taking criticism is an excellent asset to have, no matter what type of business or work you do. Everyone has different tastes, and there is always a story or a motive behind that. Criticism can be harsh and frustrating but listening always help to understand where they are coming from. It also helps to provide a better experience between you and your customers. Take reasonable consideration and offer a good experience always makes someone want to come back or recommend people they know to work with you.



417 Schepps Blvd, Clovis, NM 88101

Celebrating Women in Business



Kathy Corn
Qualifying Broker



Donna Corn
Associate Broker



Gayle Telshaw
Associate Broker

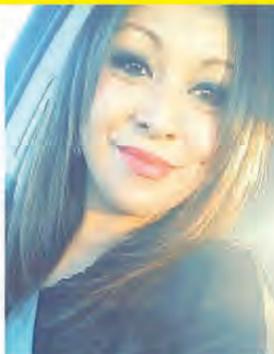


Diane Bonness
Associate Broker



521 E. Llano Estacado Blvd. • Clovis, NM
575-763-7253 • www.SellingClovis.com

Laura Gonzales



Laura was raised and graduated as a National Honor Society Member from Muleshoe High School in Muleshoe, TX. She moved to Clovis and has been a local resident for 13 years. She is married to Richard Gonzales and together they raise their 6 children, while owning and operating their year old health club, All In Nutrition. Laura is an active member in our local community, CSA and volunteers to help with local events. Her pride lies with her family and helping others.



"Smiles are what I strive to see and give everyday, because you may never know how that small gesture of kindness can change someone's day"

119 E. 6th Street, Clovis, NM

Fast-growing and high-paying careers for women

❑ The following are some profitable, in-demand career options, courtesy of the U.S. Bureau of Labor Statistics and Forbes.com.

After a tumultuous year with many ups and downs, there may finally be a light at the end of the tunnel. Growing confidence that the worst of the pandemic may be behind us has led many people to take inventory of their careers.

Women looking to change jobs soon may be exploring their options as they look for fulfilling, lucrative careers. The following are some profitable, in-demand career options, courtesy of the U.S. Bureau of Labor Statistics and Forbes.com.

• Chief executive officer: CEOs are instrumental in both public- and private-sector industries. They are the top of the managerial food chain, and as such, command competitive salaries. A female CEO can expect to earn a median income of \$90,000-\$95,000.

• Civil engineer: The BLS predicts civil engineer jobs will grow by 11 percent by 2026. Civil engineers will be responsible for revamping aging infrastructure, including roads, dams and bridges. An average salary is \$67,000 per year.

• Nurse practitioner: Health care jobs are booming and in demand. Working independently or in collaboration with physicians, nurse practitioners provide primary care or specialize in various concentrations. Nurse practitioners earn a median annual income of \$98,000.

• Pharmacist: In addition to harboring a passion for providing quality health care to their communities, pharmacists often have a love for the chemistry involved in medications. Pharmacists must be licensed and possess a Doctor of Pharmacy degree. Pharmacists work in retail settings, but also in hospitals and clinics. The average annual salary for pharmacists is \$98,000.

• Computer and system information manager: A growing focus on inclusivity within STEM fields means now is a great time for women to pursue careers in these lines of work. Computer and information system managers plan, coordinate and direct the work of computer professionals while researching the latest trends in technology. Opportunities within this profession are

expected to grow by 12 percent by 2026. Individuals in this field earn a median salary of \$90,000.

• Management analysts: Management analysts are brought in to find ways to make an organization more profitable or improve its efficiency. Travel and consultation may be likely, so those should be considerations. Management analysts earn an average annual income of around \$75,000.

• Software developer: Keeping up with the technological times means having up-to-date equipment and software. Software developers help to write code or design applications for company use. This is a quickly growing field in which professionals earn average annual salaries of \$85,000.

High-paying, stable jobs are out there for women who are in the market for a career change or trying to decide which fields to pursue.



K W S
INSURANCE



Angela Petty

The insurance industry has allowed me to connect with our clients on a personal and professional level. I am a new Life and Health Insurance Agent and am constantly growing my knowledge in the field as well. I am able to service client needs while being as detail-oriented as possible. My experience with public relations and management has translated well to this industry. My background includes joining the military at 18 as a mechanic for turboprop aircraft which later developed into a hobby working with small, fixed-wing, and corporate aircraft. I traveled across the United States and settled in Reno, Nevada for 20+ years. I attended Truckee Meadows Community College and the University of Nevada, Reno. So far, my time in Clovis, I've enjoyed meeting new people and taking in the local culture. On the weekends, I enjoy time with my dog, my family, outdoors, camping, hiking, traveling. I wish strongly for people's happiness in their lives and providing them affordable insurance with excellent benefits is my goal. My guilty pleasure is indoor plants, home decor, and DIY projects.

www.kwsinsurance.com



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INSURANCE



Melva Devenport

I grew up in the small community of Fort Sumner, New Mexico. I have a Master's Degree in Management with a specialization in Human Resources and Healthcare from Wayland Baptist University Clovis. I worked for a nursing home for six years, where I became very familiar with Medicare and Medigap plans as well as Long Term Care Medicaid. I have worked at KWS Insurance for two years and have learned so much about health insurance and Medicare. It is so rewarding to be able to assist people with their insurance needs. My children and my five grandchildren are the most important people in my life. I love to spend time with them watching them grow and learn. My favorite way to spend a weekend would be at a concert. I am a die-hard metal music connoisseur. I have been lucky enough to meet several famous people including Vinnie Paul, Zakk Wylde, David Draman, Jason Hook, Jeremy Spencer, Mike Muir, Fear Factory, Iron Maiden, Chuck Billy, Machine Head and Sacred Reich to name a few. Of course, I love spending time with my family going to the park, zoo, BBQ or hanging around the house. I am passionate about my Grief Share Group at Central Baptist Church. It is an amazing experience and I recommend it to anyone who has lost a loved one.

www.kwsinsurance.com



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INSURANCE



Gaby Anchondo

I was born in Mexico. My family moved to the United States when I was 2 years old, and I have lived in Clovis, New Mexico ever since. As you can imagine, I am fluent in both English and Spanish. I began my career in the Insurance Industry right here at KWS Insurance, back in 2016. Just recently in November of 2019, I became licensed in Texas and New Mexico in Property and Casualty Insurance. I enjoy working with and meeting new clients every single day. Although relatively new to P&C, I have an incredible and extremely knowledgeable team of insurance experts behind me and together we can meet all of your insurance needs. In my personal time, I really enjoy cooking and baking. I am always excited to try a new recipe! My family is very important to me, so if I am not at work you can find me at home spending time with my family.

www.kwsinsurance.com





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Advertising Sales
Representative

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

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Celebrating Our Women in Business

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Saluting WOMEN in BUSINESS

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 member of 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, McDonalds Rookie of the Year award in 2012, and "Citizen of the Year" in Clovis, NM in 2018. 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 Legacy Church as well as hosting women's bible studies in her home.

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

Chelsea Richards
General Manager

Starting as a crew member in 2005, Chelsea has worked her way up to crew trainer, shift leader, assistant manager - and now is the General Manager of the Prince St. McDonald's in Clovis. A Hamburger University graduate, Chelsea has proven to be a great leader through her planning. She is the mom to 3 children.

Charissa Harguess
General Manager

Charissa began her career with McDonalds in 2000, starting as a crew member. She attended Hamburger University and has been recognized as an Outstanding Manager by McDonalds. She is the General Manager of the Mabry Dr. McDonald's in Clovis, and has built meaningful relationships with her team. She is the proud mom of 2 sons.

Yvette Tapia
General Manager

Yvette is a mom to 4 wonderful children and one grandbaby. She went back to work for McDonalds for the 2nd time in December 2015 working as a crew person, and has diligently worked way up to manager. Yvette is a graduate of Hamburger University and was recently promoted to General Manager of the Portales, NM McDonalds.

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

Your Locally Owned and Operated McDonald's