

WOMEN in Business

In every corner of our community women in businesses are leaving an impression on local industries. Their innovative spirit, coupled with unwavering determination, has redefined what's possible. Their businesses not only thrive but also contribute to the vitality of our local economy. As we acknowledge their notable impact, let us continue to support and celebrate these extraordinary women. Their successes are a testament to the power of diversity, proving that when woman thrive in business, our entire community flourishes.



Women play a pivotal role in the future of tech

□ The technology field has traditionally been male-dominated, but an increasing number of women are breaking barriers, making significant contributions to technological advancements, software development and the broader industry.

Women are helping shape the future of tech through their ingenuity, leadership and groundbreaking innovations.

One such trailblazer is Dr. Fei-Fei Li, a renowned computer scientist and professor at Stanford University. She helped establish ImageNet, a dataset that helped computer vision advance in the 2010s. As the co-director of the Stanford Artificial Intelligence Lab, she has played a crucial role in advancing machine learning techniques and computer vision applications, contributing to the development of intelligent systems that can perceive and understand the world.

In software development, Grace Hopper's legacy looms large. An iconic figure in computer science, Hopper was a pioneer in the development of programming languages and played a pivotal role in the creation of COBOL (Common Business-Oriented Language). Her groundbreaking work laid the foundation for modern software development, and she is often credited with popularizing the term debugging.



Photo by Governor Tom Wolf from Harrisburg, PA/CC BY 2.0/Wikimedia Commons
Reshma Saujani, Girls Who Code founder.

The world of cybersecurity has witnessed the rise of women leaders like Parisa Tabriz. Known as Google's "Security Princess," Tabriz is a vice president of engineering at Google and leads the company's Project Zero, a team focused on finding and fixing security vulnerabilities. Her

work has been instrumental in enhancing the security of Google's products and services.

In the field of robotics, Dr. Cynthia Breazeal is making remarkable strides. As the co-founder and chief scientist of Jibo Inc., she is a pioneer in social robotics, developing robots that can interact with

humans in a natural and intuitive manner. Jibo closed in 2017, but Dr. Breazeal continues to work with robotics and artificial intelligence. Dr. Breazeal's work exemplifies how robotics can enhance various aspects of our daily lives, from education to healthcare.

The tech industry has also seen

the rise of women entrepreneurs like Reshma Saujani, the founder and CEO of Girls Who Code. Dedicated to closing the gender gap in technology, Saujani's organization provides educational opportunities for young girls to learn coding and computer science. Her advocacy has inspired thousands of young women to pursue careers in technology, fostering a more inclusive future for the industry.

The gaming industry, often criticized for its lack of diversity, is experiencing positive shifts with leaders like Jade Raymond. As a veteran in the gaming world, Raymond has been instrumental in the creation of popular game franchises. Her leadership at Electronic Arts (EA) and Google Stadia has contributed to the development of immersive and diverse gaming experiences. She left EA and Google Stadia in 2021 and founded her own company, Haven Studios, which was bought by Sony in 2022 and is a first-party developer for PlayStation Studios where she continues to contribute to the gaming industry.

Women-owned businesses are thriving

Women entrepreneurs are not to be underestimated. Data affirms that women-owned businesses are growing and thriving.

According to North One banking, women-owned firms account for more than 12 million businesses in the United States. In addition, the 2024 Wells Fargo Impact of Women-Owned Business Report, in partnership with Ventureneer, Core Women and Women Impacting Public Policy, found the number of women-owned business

increased at a rate of 4.5 times between 2019 to 2023. Women-owned businesses are driving economic growth, and a deeper look at some of the numbers supports that notion.

The Women's Business Enterprise Council says there are 12.3 million women-owned businesses in the U.S., which comprises about 40 percent of the total number of businesses.

Women-owned businesses bring in nearly \$2 trillion every

year, says the National Women's Business Council.

During the pandemic, women-owned businesses added 1.4 million jobs and \$579.6 billion in revenue to the economy, says Wells Fargo.

World Bank indicates that roughly one-third of principal owners of all businesses are female.

WBENC advises that 64 percent of new women-owned businesses are started by women

of color.

Women's Business Enterprises Canada says more than 85 percent of buying decisions are influenced by women. The Canadian Minister of Small Business notes that women business ownership is growing. In 2023, approximately 18.4 percent of all businesses in Canada were majority owned by women, compared to 15.6 percent in 2017.

According to Forbes, women-

led tech companies achieve a 35 percent higher ROI. A Forbes study with First Round Capital, a venture capital firm, found female-founded businesses in their portfolio outperformed male-founded companies by more than 60 percent.

Women-owned businesses are making a large impact on North America and around the world. Such firms continue to employ millions of people and foster strong economies.

Unique qualities and skills women bring to business

Women continue to thrive in the workforce. Wells Fargo reports that, from 2019 to 2023, the growth rate of women-owned businesses outpaced the rate of men-owned businesses in relation to number of firms, rate of employment and revenue earned. LinkedIn also indicates there are 114 percent more women entrepreneurs now than there were 20 years ago.

Every business owner or employee brings something unique to the employment landscape and certain characteristics are universal, regardless of gender. Still, there are certain qualities that women bring to the workforce that can help businesses excel. Forbes indicates women employees offer traits that can help drive engagement, productivity, satisfaction, and various other attributes. The following are some of the traits women may bring to business.

Emotional intelligence

Women First Jobs says that women often bring high emotional intelligence to the table. Emotional intelligence involves

understanding and managing emotions and the emotions of others. Women may be more inclined to understand different perspectives and to help resolve conflicts and build relationships.

Collaboration

Women employees often have traits that can foster collaboration in the workplace, such as reading non-verbal cues and willingness to take turns in conversations, indicates Forbes. This can help everyone collaborate more effectively.

Room for improvement

Women in the workplace continually seek opportunities for improvement, advises Sparklight Business. This can involve taking advice from other workers and peers. Women leaders embrace opportunities to do things better and work to improve their skills for the greater good.

Communication

The IWEC Foundation, which empowers women entrepreneurs, says women tend to



be effective communicators and often make great leaders because of this trait and their ability to inspire others. Communication often is key to any relationship, whether personal or in a business setting.

Organization and planning

Women may excel at organizing and planning. Women can look at things with a detail-oriented eye and recognize flaws in plans even before getting started. This means women can be in charge of

distributing workloads or organizing the schedules of others.

Adaptability

Even though it is a cliché, women tend to be natural multi-taskers. Handling multiple jobs at the same time means women can adapt to changing situations.

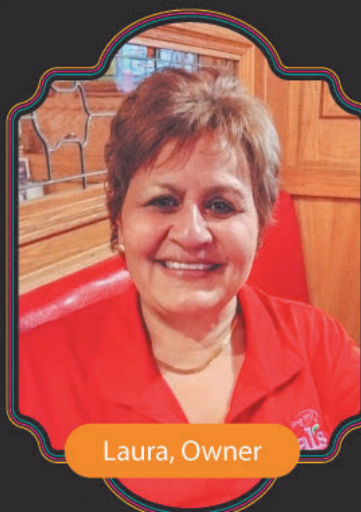
Generally speaking, there are some inherent characteristics women may possess that can make them viable assets as business owners or leaders in their fields.

Did you know that companies with greater gender diversity in leadership roles experience significantly better financial performance? According to a study by McKinsey & Company, businesses with more women on their executive boards tend to outperform their counterparts with fewer female leaders. Specifically, companies that have at least 30% women in leadership positions can expect a one percentage point higher profit margin compared to those with no women on the board (Harvard DCE PD)(CEOWORLD magazine).

WOMEN IN BUSINESS

"I am proud to have such strong, dedicated women as part of our team at Leal's. They are the backbone of our restaurant, and I am so thankful for all of their hard work. They truly are what makes Leal's the best Mexican restaurant in Clovis!"

- Laura Leal, owner



Laura, Owner



Jody, General Manager



Vita, Manager



Marina, Manager



Eva, Manager



Leal's

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Women at the forefront of cultural transformation

Increasingly, women are taking the helm in the art and culture world to shape the narrative, preserve heritage and drive cultural innovation.

These include the often-overlooked administrators of the arts world, leaders who create space for artists and others to thrive. They range from museum directors and curators to cultural influencers.

Museum leadership has historically been dominated by men, but women are breaking through the glass ceiling and steering institutions toward new horizons. Kaywin Feldman, the first female director of the National Gallery of Art in Washington, D.C., has been instrumental in expanding the institution's outreach and accessibility. Under her guidance, the museum has embraced digital initiatives, making art accessible to a wider and more diverse audience.

Similarly, Thelma Golden, director and chief curator of the Studio Museum in Harlem, has been a trailblazer in promoting contemporary African American

art. Known for her curatorial vision, Golden has played a pivotal role in showcasing the work of emerging and established Black artists, contributing to a more inclusive and representative art world.

Curators play a crucial role in shaping museum collections and exhibitions, and women are making significant strides in this arena. Paola Antonelli, senior curator at the Museum of Modern Art (MoMA) in New York, has been a driving force behind exhibitions that explore the intersection of design, technology and culture. Her innovative approach has positioned MoMA at the forefront of contemporary art discourse.

Beyond traditional museum spaces, women cultural influencers are leaving an indelible mark on the cultural landscape. Amanda Gorman, the youngest inaugural poet in U.S. history, captured the world's attention with her powerful words during the inauguration of President Joe Biden. Her poetry, which often addresses issues of identity, race and social justice,

exemplifies the transformative power of art to inspire change.

In the realm of literature, Chimamanda Ngozi Adichie, an acclaimed Nigerian author, has enriched the literary world with her novels and become a prominent cultural influencer. Her TED Talk, "We Should All Be Feminists," has sparked global conversations about gender equality, cementing her status as a leader shaping cultural narratives.

Women in the arts and culture sector are leading institutions and fostering a more inclusive and diverse representation of voices. Their influence extends beyond traditional boundaries, reaching into the realms of technology, literature and social activism.

These leaders are catalysts for change, advocates for inclusivity and architects of a cultural landscape that reflects our global society. Through their leadership, they inspire the next generation of women to take their place at the forefront of the arts and cultural sectors, ensuring that the narrative continues to evolve and resonate with diverse voices.



Courtesy Photo by Shawn Miller/Library of Congress

Amanda Gorman reads her work, "An American Lyric," at the inaugural reading of Poet Laureate Tracy K. Smith, September 13, 2017.

Exercise solutions for women on the go

Physical activity is important for personal health. However, many women do not get the recommended levels of exercise. Health.gov says evidence shows physical activity has immediate health benefits, such as reducing anxiety and blood pressure. That is just one reason why adults should aspire to get between 150 and 300 minutes of moderate-intensity aerobic activity each week. Such activities should be paired with muscle-strengthening activities at least two days a week, according to the Move your Way® program. Busy women may argue that they

simply do not have enough time to exercise. Parental responsibilities, work obligations, long commutes, and school can get in the way of exercise. However, if people study their days, there's likely plenty of ways to incorporate exercise into the busiest of schedules without making large changes.

- Take the stairs. Skipping the escalator or elevator and taking the stairs doesn't require much time, but pays great dividends for your overall health. It guarantees a mini-workout each day, particularly if you work in an multistory office building or

home. Take the stairs whenever possible.

- Walk more. Walking requires no specialized equipment and is good for the body. Instead of sending that email to a coworker, get up and walk to his desk. Rather than hopping in the car to go to the store up the street, put on your sneakers and walk there. If you drive to a store or appointment, park the car far away from the entrance and walk further to get to and from the door.

- Change your perception of exercise. Physical activity need not be limited to the gym or

running around the neighborhood. Exercise can involve a half-hour dance session with the kids or walking around the park with the dog. When you make exercise about fun activities, you may be more inclined to do it regularly.

- Carry those shopping bags. Certain states around the country have banned single-use plastic shopping bags in certain stores. This means shoppers have to bring in their own reusable totes. Use this to your advantage by passing up the shopping cart and filling the totes with items, lifting and flexing your arms as you go. It's a

small strength workout every time you shop.

- Exercise while sitting. You can fit in a little exercise even if you're chilling out watching a movie or doing your remote work in your home office. Keep a lightweight dumbbell nearby and do a few bicep and triceps curls. Or invest in a portable cycling device to stow under the desk and clock miles that way.

Exercise is important for a variety of reasons. Busy women can make more time for exercise simply by incorporating some tweaks into their daily schedules.



Owning my own store seemed so out of reach yet I would always say "If I had that store I would...."

So, here I am with the only scrub store in Eastern New Mexico serving a community I love.

Hi, my name is Patty Glenn, I am a Wife, mother, volunteer, and business owner and am truly passionate about all the hats I'm blessed to wear. I married Matthew 9 years ago this month. As a medical marketer I got to know our health care community in Clovis and the surrounding areas. It was fun and was an eye-opening experience in what rural communities need and what the professionals them self needed/wanted. During Covid I was given the opportunity to wear scrubs and when I went shopping for them, I noticed that it was not fun shopping for scrubs. Why can't shopping for work be fun? After all, this is what they need to wear ALL the time. All clothing should be what we want to wear not just what we need to wear. What sets me apart from other scrub stores is a unique boutique experience. I am constantly in touch with my vendors looking at the latest styles and colors. I have all the accessories that you would find in a normal boutique. I have just made sure you can use it in your professional life as well as your personal life. One of the many things I love is showing my customers that they can feel beautiful in their work attire. Nothing brings me more joy than to have all body types come in, try different things on and they walk out feeling confident and powerful in what they have purchased. I truly love what I get to do every day and am so thankful to not only Clovis but all the Eastern New Mexico communities and organizations that have trusted my dream and my little store to do very big things. I look forward to many more years in business and growing the dream to serve even more.

Scrubs & More Boutique | 575.935.5734 | 200 W. 22nd St., Clovis, NM





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Established in 2020 with a passion for empowering small businesses, Garcia Marketing is dedicated to helping you navigate the ever-evolving world of social media. As a local entrepreneur born and raised in Portales, I understand the unique challenges and opportunities faced by small business owners in our community. Let me guide you through the complexities of social media marketing, educating you on the best strategies to reach your target audience and achieve your goals. From creating engaging content to optimizing your social media presence, I'm here to support your business every step of the way. Together, we'll transform your social media efforts into a powerful tool for growth and success. Let's unlock your brand's full potential and make your mark online.

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Chantel Quick has been caring for pet owners and their deceased pets for Faithful Friends for the past year. Her gentle approach when working with grieving families after they've lost an animal is noticed by many of our customers. One recently made a comment on Facebook that read, "You're the only person I trust with my pet when they pass."

We realize the loss of a pet is a terrible time in life, but Chantel makes it bearable by treating your animal like they were her own. She is the reason many people choose to use Faithful Friends, and we are blessed to have her!



Trailblazing women who changed the world

Throughout history, many dedicated, intelligent and perseverant women have made an impact that not only affected their lives, but also the lives of millions of others. Many of these noteworthy women blazed trails and opened doors for others, forever changing the world with their efforts.

Marie Curie

Curie founded the science of radioactivity, which proved vital in treating cancer. Curie also was the first woman to win a Nobel Prize and the first woman professor at the University of Paris. Curie also holds the distinction of being the first person to win a second Nobel Prize.

Jane Austen

Few students will make it through a high school or college English seminar without reading at least one Jane Austen book. In fact, Austen may be credited with establishing the romantic comedy genre that still has its devotees in the twenty-first century. Her "Pride and Prejudice" remains a popular novel and has been adapted to film and television many times.

Grace Hopper

After earning a doctorate in



Courtesy Photo by U.S. National Archives and Records Administration

Sally Ride communicates with ground controllers from the flight deck during the six day mission of the Challenger. National Aeronautics and Space Administration.

mathematics, Hopper became one of the very few women to obtain such a degree. She became a rear admiral in the United States Navy, and helped develop a compiler that was a precursor to the COBOL language used for computers.

Sally Ride

Ride was an American physicist and astronaut who joined NASA in 1978. She

was the first American woman and the third woman to fly into space.

Diana, Princess of Wales

Diana Spencer was the first wife of Charles, heir apparent to the British throne, who has since become King of England. The Princess won acclaim for her charitable work for children and for raising awareness for HIV/AIDS and mental illnesses.

Lucille Ball

Not only a prolific woman comic, which was not so common during her tenure, Ball also was a savvy business woman. She and her husband spearheaded her own production company. Ball also was known for tackling groundbreaking topics (at the time) on her television show, including women in the workforce,

marital issues and pregnancy.

Ruth Bader Ginsburg

Ginsburg made history as the first Jewish woman to be appointed to the United States Supreme Court. She was a strong women's rights activist, and she co-founded the Women's Rights Project at the American Civil Liberties Union.

Lola Baldwin

Baldwin became the first sworn woman police officer in 1908, when she was hired to work in Portland, Oregon. Her work mainly revolved around protecting women, including acting as a lobbyist for laws to protect women and advising other departments on women's law enforcement issues.

Elizabeth Blackwell

In 1849, Blackwell became the first woman in the United States to earn a medical degree. Blackwell was inspired to become a doctor after a deathly ill friend insisted she would have received better care from a female doctor.

Throughout history, many women have helped to change the course of the world, blazing trails for future generations along the way.

The unsung heroine of DNA discovery

Rosalind Franklin, a pioneering chemist and X-ray crystallographer, played a crucial role in the discovery of the structure of DNA, yet her contributions were often overlooked during her lifetime. Born on July 25, 1920, in London, Franklin's scientific pursuits laid the groundwork for the groundbreaking revelation of the double helix structure of DNA.

Educated at Newnham College, Cambridge, during World War II, Franklin earned her Ph.D. in physical chemistry. Her early work focused on coal and graphite, where she was the first to identify the microstructures of coal—a research considered relevant to wartime needs as it helped improve coal performance.

She later moved to France, where she developed an international reputation among coal chemists, according to the UK National Library of Medicine. It was there she learned X-ray crystallography, also known as X-ray diffraction analysis.

Her expertise in X-ray crystallography, a technique that reveals the atomic and molecular structure of crystals, caught the attention of researchers exploring the structure of DNA.

In 1951, Franklin joined King's College London and began working on DNA fibers. Using her exceptional skills in X-ray

crystallography, Franklin captured high-resolution images of DNA, including the famous Photograph 51. This image provided critical evidence for the helical structure of DNA and hinted at the existence of a double helix.

Unbeknownst to Franklin, her colleague Maurice Wilkins showed Photograph 51 to James Watson and Francis Crick, who were also investigating the structure of DNA at the University of Cambridge. Watson and Crick used this information, along with other data, to construct their famous model of the DNA double helix.

In 1962, Watson, Crick, and Wilkins were awarded the Nobel Prize in Physiology or Medicine for their role in the discovery. However, Franklin, who had passed away in 1958 from ovarian cancer at the age of 37, was not eligible for the prize.

Despite her exclusion from the Nobel Prize, Rosalind Franklin's work laid the foundation for understanding the structure of DNA. Her rigorous and meticulous approach to scientific inquiry, along with her groundbreaking contributions to X-ray crystallography, paved the way for significant advancements in molecular biology.

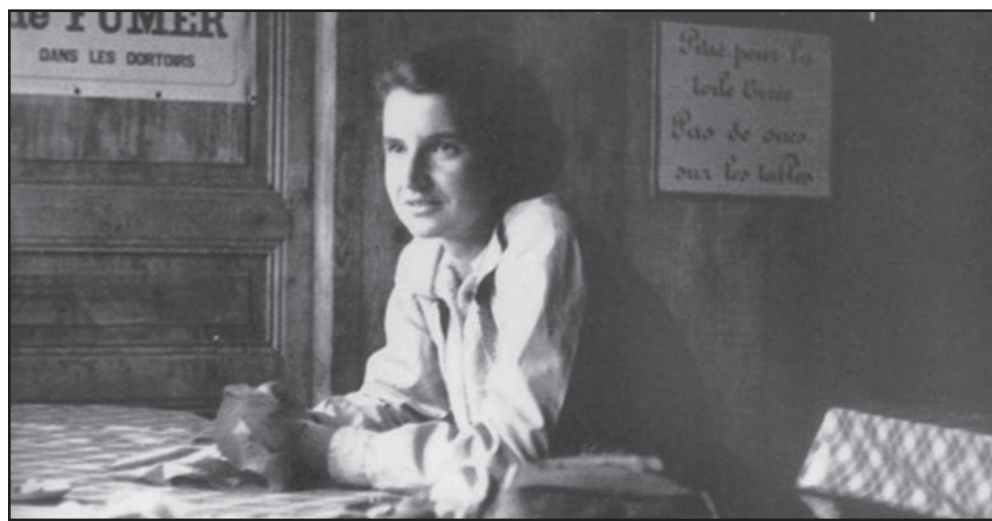


Photo by CSHL, CC BY-SA 4.0/Wikimedia Commons

Rosalind Elsie Franklin was an English chemist and X-ray crystallographer whose work was central to the understanding of the molecular structures of DNA (deoxyribonucleic acid), RNA (ribonucleic acid), viruses, coal, and graphite.

In recent years, there has been a growing recognition of Franklin's role in the DNA discovery, and her legacy has been revisited. Acknowledging her contributions, the scientific community has come to appreciate the significance of Franklin's work in unraveling the mysteries of the genetic code.

Rosalind Franklin's story serves as a reminder of the challenges faced by women in science during her time. It underscores the importance of recognizing and celebrating the achievements of overlooked pioneers. Her legacy endures as a symbol of perseverance, intellect, and the pursuit of scientific truth in the face of adversity.



Our Women in Business

Charissa Harguess

Training and Hospitality Director



Charissa has been working with us since August 2000.

She is the proud parent of three children: Devon (26), Jeremy (22), and Isaiah (21). Both Devon and Jeremy have also worked alongside her. Charissa is happily married to her husband, Daniel.

One of Charissa's favorite parts of the job is the people – from the colleagues she works with to the customers who come in. She enjoys meeting new people almost daily, reconnecting with familiar faces, and spreading a little kindness, especially when someone seems to be having a tough day.

In her free time, Charissa loves spending time in the garden or experimenting in the kitchen, creating new meals and desserts.

We are proud to have Charissa as a dedicated and valued team member, bringing warmth and positivity to both her coworkers and customers.

Yvette Manzanares

General Manager
Prince Location



Yvette has been with us for a total of 17 years. She is the proud mother of four children: Alysia, Savannah, Jazmine, and Jojo.

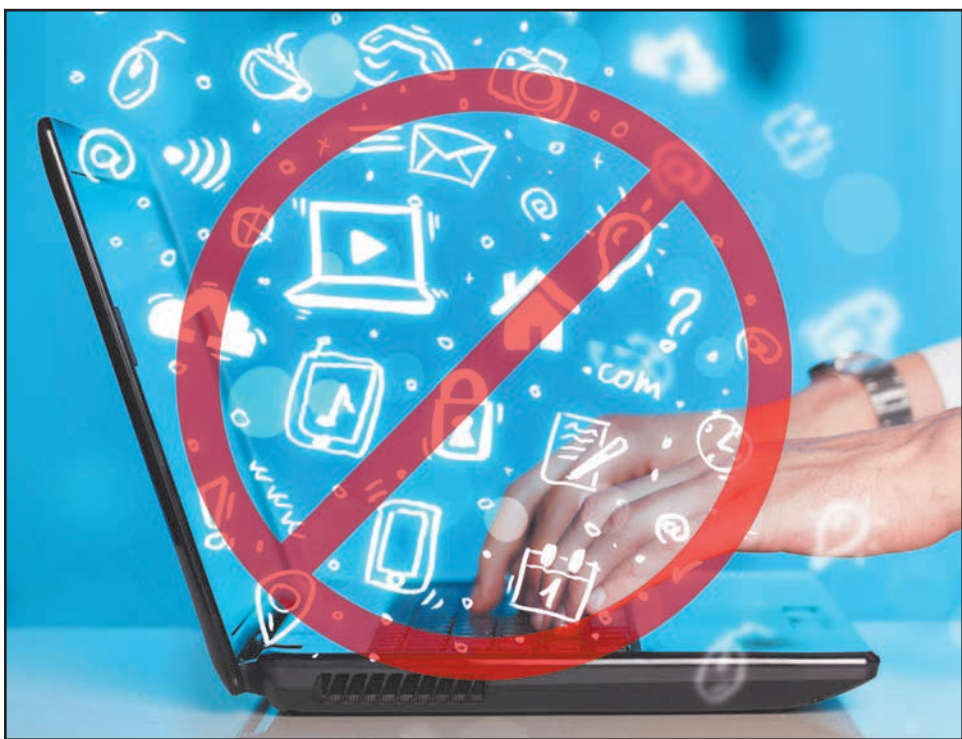
Jazmine worked at the Portales location for a year, and Alysia and Jojo are currently managers there. Yvette is happily married to her husband, Gil.

Yvette's favorite part of her job is building relationships, not only with her crew but also with the customers. She finds great fulfillment in making a positive impact on someone's life, especially when they look back and remember, "If it wasn't for that great manager I learned from when I was young, I wouldn't be where I am in my career today."

In her free time, Yvette enjoys playing softball, competing in basketball with her grandson, and dancing with her granddaughter, which she considers a true blessing.

We are proud to have Yvette on the team, where her leadership and dedication inspire those around her.

How working women can kickstart their day with a positive mindset



Each new day brings the potential for change, even amid the routine of the daily grind. When people start the day with positive thoughts, it can affect how they behave and see themselves throughout the day, and may even benefit their overall health.

The Mayo Clinic says some studies suggest personality traits such as optimism and pessimism can affect many areas of a person's health and well-being. Positive thinking that is pronounced in optimistic people is associated with effective stress management, which translates into many different health benefits.

Some people abide by the "Law of Attraction," which states that what a person gives attention to and thinks about throughout the day is what will be predominant in their life. Whether this is true or not, many aspire to have more positive thoughts and be in a generally optimistic mindset. The following tips can put people on a positive path at the start of each day.

Begin the night before

Certain mental health experts suggest clearing the mind in the evening to reduce stressful thinking and create the mental capacity to wind down and relax. Keep a notepad handy and jot down any invasive thoughts or concerns. Removing these thoughts from the mind and putting them on paper can help you rest more readily. Being well-rested can improve mood.

Know your weaknesses

Recognize where you may need some help as you strive to be more optimistic. Map out the behaviors you want to change, and then be intentional about how you want your day to go and

which actions will get you there. The Mayo Clinic suggests figuring out what you usually think negatively about (i.e., work, commuting, life changes) and then approach each aspect in a more positive way.

Take a technology pause

Do not check email or text messages right after opening your eyes. Similarly, avoid reading the news or watching news programs on television too early. Negative or scandalous stories often get the most clicks or views, and coming across upsetting information at the outset of the day can adversely affect your mood. Rather, spend time meditating, praying, reading, or just being in the moment until you are awake.

Recognize the good people are doing

When you open your eyes and focus on the positives, you'll see all the good that other people are doing around you. Offering compliments or acknowledging others' actions, whether large or small, puts positivity out there.

Focus on gratitude

Take a few moments at the start of each day to mentally list all the things you are grateful for. This may be that you have a cozy home or that you are healthy. Even stressful situations or people can be means for gratitude. Boisterous toddlers may be a handful, but you can be grateful for the ability to have had children when so many are not able.

Starting the day with a positive mindset is easier than one might think. It may take a little practice, but also can begin to pay positive dividends sooner than later.

Stress insights for women: 8 must-know facts

In today's fast-paced business environment, women are making remarkable strides across various industries. Many juggle demanding careers, family responsibilities, and personal aspirations, often taking on multiple roles that can lead to significant stress. As they strive to excel in their professional lives, the pressures of meeting deadlines, managing teams, and achieving work-life balance can weigh heavily on them. Recognizing the unique challenges faced by women in business is essential to fostering their well-being and success. Stress can be paradoxical. A certain amount of stress can motivate people to get things done, but having too much can cause a person to resist doing anything at all. The Cleveland Clinic states that stress is the body's response to daily events that occur in life. When stress becomes chronic, it can be negative and destructive, making it hard to adapt and cope.

Chronic stress is a concern for many women. The Office on Women's Health says women are more likely than men to report symptoms of stress, including headaches and upset stomach. They're also more likely to have mental health conditions that are exacerbated by stress, including anxiety and depression.

Learning the facts about stress can help women care for their mental well-being. Here are eight things to know.

1. Stress can manifest in emotional, cognitive or physical symptoms. Notable physical symptoms include muscle tension and headaches as well as fatigue and low energy. Emotional symptoms may include increased worry, mood

swings or irritability.

2. Stress can lead to unhealthy habits. Women have higher risk of overeating due to stress, and may become inactive or smoke to cope with stress, says the American Heart Association.

3. Common causes of long-term stress include poverty and financial worries. Women in poverty who care for children or other family members may develop more severe stress, says the Office of Assistant Secretary for Health.

4. Women respond to stress differently. Healthline indicates women have a higher percentage of perception of stress than men, and also are more apt to realize they must manage it. Seventy percent of women have tried to reduce stress over the past five years.

5. Research reported on by the American Psychological Association says women are more likely to internalize stress, leading more readily to both physical and mental disorders. Men tend to be better at disassociating from stress.

6. Women are more likely to cancel plans due to stress than men, despite realizing they could use more social support.

7. Stress can disrupt hormonal balance in women, leading to menstrual irregularities.

8. Stress can trigger increased pain sensitivity, making women more prone to tension headaches and migraine attacks.

Stress can take its toll on anyone, including women. Recognizing help is needed, setting measurable targets and being realistic about managing stress can help women feel better.

Hello!

I'm Tiffany Le

One of the managers at Oasis Nails and Spa. I'm currently assisting my mom in running the business. With over 12 years of experience as a nail technician, I bring a wealth of expertise to our team. Originally from Vietnam, I moved to the United States in search of better opportunities and am blessed to be here with my wonderful family. A heartfelt thank you to our amazing customers—your support keeps us motivated and thriving!





OASIS

Nails and Spa

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Since 1907, Steed Todd Funeral Home has prided itself on a legacy of compassionate and knowledgeable service. From traditional burial & cremation options to remembrance pieces, our home provides personalized services and items to remember your loved ones. The Eastern New Mexico News readership recently voted our staff the Best All-Around Business in Clovis for the second year! Our all-female director staff is not just a team but a group of amazing women, each with unique expertise, ready to serve you and your family's needs.

| | |
|-----------------------|---|
| Teresa Doyal | Managing Funeral Director, member of the Rotary Club in Clovis, and New Mexico Women Leaders Association member, came to Clovis in September 2022 and is licensed as a funeral director and embalmer in New Mexico and Texas. |
| Alesha Barta | Originally from San Saba, Texas, has been with Steed Todd since November 2023, recently finished her internship for Funeral Directing and is also a member of the Rotary Club in Clovis. |
| Annisa Pena | Our Office Administrator, has been with Steed Todd since 2022 and was born and raised in Clovis. |
| Ashley Gaskill | Our recent Cincinnati College of Mortuary Science graduate, is a certified celebrant and crematory operator who has been with us since November 2023 and is finishing her Funeral Service Intern license. |



At Steed Todd, our team is dedicated to providing personalized service. We understand that each commemoration is unique and strive to make every aspect personal and significant. Our passion for serving others is at the heart of everything we do.



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Job hunting strategies for the modern woman

Quitting a job might never seem like the best option for established professionals, but it's a route that was taken by an incredibly high number of workers in recent years. According to the Job Openings and Labor Turnover Survey from the U.S. Bureau of Labor Statistics, 50.5 million people quit their jobs in 2022. Improved job prospects undoubtedly contributed to that high turnover, but professionals who left their jobs without another one already lined up may need some help finding their next gig.

Significant layoffs in the early months of 2023 coupled with tens of millions of individuals leaving their jobs voluntarily in 2022 could potentially make the

competition for new jobs more competitive. Professionals confronting that situation can consider these tips as they seek to master the art of modern job hunting.

- Use LinkedIn to your advantage. The professional social media platform LinkedIn is an invaluable resource, especially for professionals looking for a new job. Even professionals who are still working but hoping to land a new job can utilize LinkedIn to their advantage, as many recruiters embrace the strategy of passive recruiting, which involves scouring LinkedIn for professionals who are not actively looking for a new job but might be interested if the right opportunity presents

itself. Professionals who aren't already on LinkedIn should join and create a profile that highlights their experience and skills. Workers who are already on LinkedIn can periodically update their profiles and use the platform to stay up-to-date on the latest trends in their industries.

- Create a portfolio of your work. Landing an interview may be the first goal, but professionals also must be ready to master that interview should the opportunity arise. A portfolio that showcases past work and accomplishments can help candidates present themselves in the best light possible. Utilize a free or inexpensive service like WordPress that hiring managers

and others can visit quickly and easily to see your work.

- Identify who you want to work for. Experienced professionals who are still working may have the luxury of patience when beginning their job search. That luxury ensures professionals can wait for opportunities at companies they want to work for. Targeting specific companies can take some of the frustration out of modern job hunting, which often requires scouring a seemingly endless string of job openings. Out-of-work professionals can still target specific firms, but they also can utilize down time to research other organizations in an effort to widen and expedite

their search.

- Work with a recruitment agency. Much like job seekers grow frustrated at sifting through job postings, organizations may not have the will or the resources to devote to finding worthy candidates for their openings. That's why organizations often turn to recruitment professionals, who do the leg work when companies are looking to hire new people. Recruitment professionals earn their money from the companies doing the hiring, not the person getting hired. So there's no downside to utilizing recruiting professionals in your search.

Modern job hunting can be difficult. But various strategies can help talented professionals land rewarding jobs.

Negotiate and secure the job offer you deserve

Job offers can spark a whirlwind of emotions. After spending weeks or months trudging through job postings, remote interviews, phone calls, and reference requests, individuals may be eager to sign on the dotted line and get to work. Though it's easy to let that excitement take over, professionals must carefully study a job offer to ensure it's in their best interests.

It's not uncommon for professionals to worry that careful consideration of a job offer can make them appear greedy or unappreciative. However, any firm worth working for will allow candidates ample time to consider an offer and even negotiate terms if the need arises. In such instances, professionals can consider these negotiation tips.

- Work with a recruiter. A professional recruiter can be your best advocate. Recruiters

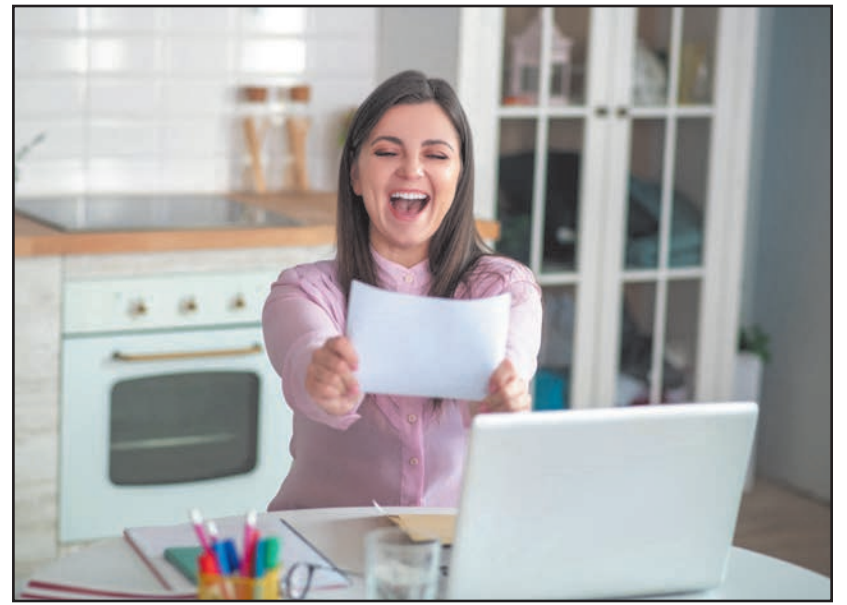
function as the intermediary between candidates and companies. These individuals can help professionals negotiate a fair offer and benefits in line with market compensation levels and current trends, according to LinkedIn. Employers may take recruiters seriously, and recruiters will have no qualms about negotiating because they are third parties in these conversations and can serve as the proverbial "bad guys" if need be.

- Think about what you want most. Negotiation terms should reflect what matters most to you, which may differ from person to person. Salary is not the only negotiable. Perhaps a certain amount of vacation time is important because you routinely travel to visit with family? Maybe you need an alternative start time to accommodate childcare needs?

Or you may want to solidify retirement savings and can negotiate for a larger match to your 401(k) plan? Focus on one or two negotiation points to get the best employment terms.

- Verbally negotiate with the hiring rep. It's important to negotiate before a written offer is presented. This is when you have the most leverage. Once an offer is put on paper, managers may be more reluctant to change terms. Take a day to mull over the offer and make a list of wants; then ask for a call with the recruiter. You never know what you can get if you don't ask.

- Expect some give and take. An employer likely will not cave to all of your demands unless they are desperate to fill the role. Negotiations often are marked by trading one thing for



another. For example, an uptick in personal time off may come at the compromise of having to work longer hours each day. While you may not be able to get a big salary increase, the employer may be able to offer you a better title, which can translate into more upward growth in the industry when

you move on to another job. Again, if money is an issue, an employer may be willing to make up for a certain salary by offering stock options, expense account allowances or other perks.

Job seekers shouldn't be afraid to negotiate offers with prospective employers.

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Dr. Melissa Reed

Dr. Melissa Reed has been with CCC for 12 years. She started as a part time tutor, and she is now the Division Chair over Occupational Technology. Melissa also teaches full-time in the Business Administration department. Melissa enjoys helping her students and her employees reach their goals and remove barriers to their success. She received her bachelor's from ENMU, her MBA from University of Phoenix and her doctorate from Grand Canyon University.

Jennifer Bussey

Jennifer Bussey has been with CCC for 23 years. When Jennifer started at CCC in September 2001, she was hired as an Academic Advisor. Sometime later, she moved to the Testing office as the Testing Coordinator. Then Jennifer moved back to the Academic Advising office where she served in the Academic Advisor role again. Later, she was the Academic Advising Coordinator, and then, in March 2023, she became the Director of Academic Advising. Jennifer enjoys working with students, as that is very rewarding. She loves seeing them reach the goals they set for themselves, and she believes that helping them along the way to reach those goals is the best part of the job. Also, she genuinely enjoys the people, not only the students, but fellow employees in different departments working together for a common purpose. Jennifer says that CCC very much feels like a family environment. "You see that when you walk through the front doors and just walking around campus. I love the atmosphere!" Jennifer received her associate's degree from South Plains College and her bachelor's and master's degrees from Texas Tech University. (Wreck 'em, Tech!)

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