



FAMILY FRIENDLY
NEW MEXICO

NMFAMILYFRIENDLYBUSINESS.COM

2017 MEDIA COVERAGE

OCT. 2, 2017

Briefcase
By Journal staff and wire reports
Monday, October 02, 2017 at 12:05pm

APPLAUSE

Family Friendly New Mexico, a nonprofit program that recognizes New Mexico businesses with family-friendly policies, has announced its list of companies that earned recognition for having policies that help workers balance work and family. The distinction means the recognized employers have four or more policies in the areas of paid leave, health support, work schedules and economic support.

The organizations recognized as Gold and Silver Level awardees for September are **Abrazos Family Support Services**, gold award; city of Albuquerque, gold award; **Deloitte Consulting LLP**, gold award; **Farmington Tire of Four States**, gold award; **Four Corners Community Bank**, gold award; **Four States Tire & Service**, gold award; San Juan County, gold award; **Animas Environmental Services, LLC**, silver award; **Esparza Advertising**, silver award; and **San Juan College**, silver award.

Any New Mexico business is eligible to apply for the New Mexico Family Friendly Business award. For a full list of family friendly policies and to learn more about the New Mexico Family Friendly initiative and see if your company qualifies, visit www.nmfamilfriendlybusiness.com.

SEPT. 25, 2017

FARMINGTON DAILY TIMES
PART OF THE USA TODAY NETWORK

Family Friendly New Mexico recognizes 4 Farmington firms, SJ College and the county

Daily Times Staff Report Published 4:01 a.m. MT Sept. 25, 2017 | Updated 3:13 p.m. MT Sept. 25, 2017

Four Farmington companies a college and the county government were awarded gold or silver level "Family Friendly New Mexico" awards.

The nonprofit state program recognizes New Mexico businesses with family-friendly policies that help workers balance work and family, the group said.

Those recognized as Gold Level awardees are Farmington Tires of Four States, Four Corners Community Bank, Four States Tire & Service and San Juan County. The City of Farmington was recognized earlier this year.

Those recognized at the Gold Level have four or more policies in areas of paid leave, health support, work schedules and economic support. Silver Level awardees have three or more policies in each of the above areas.

Silver level award winners were Animas Environmental Services, LLC and San Juan College.

"We know that our employees are our strongest assets, and we're thrilled to have met the qualifications as a family-friendly business," said Four Corners Community Bank President and CEO, Sheila Mathews in a press release. "We've found that providing a rewarding, flexible, and stimulating workplace is key to attracting and maintaining happy and productive staff."

County Executive Officer Kim Carpenter said San Juan County has won awards before as a top employer, including one from the National Association of Counties.

"It confirms what we're trying to achieve for our citizens," Carpenter said.

The award program was created by the New Mexico Task Force on Work Life Balance to promote family-friendly business practices to New Mexico business.

It states it is not an advocacy or lobbying organization. The task force was formed by the New Mexico State Legislature in 2010.

The Kellogg Foundation and McCune Foundation, among others, support implementation of the award program.

"We have the opportunity to be a national leader in offering workplaces that help companies attract and keep the best workers," said Giovanna Rossi, head of Family Friendly New Mexico. "And studies have shown that costs associated with creating family-friendly benefits are returned in terms of improved productivity, employee morale, and employee retention."

Policies the group considered family friendly include giving "access to health insurance; paid vacation; making reasonable accommodations for pregnant employees; flexible leave time for parents to attend to their kids' medical or school needs; paid family leave; and ensuring workplaces have proper breastfeeding space and storage, among many other family-friendly benefits."

Award was created by the New Mexico Task Force on Work Life Balance to recognize and celebrate New Mexico businesses that have family-friendly policies in place, including paid leave, health support, work schedules and economic support.

The statewide task force was created by the New Mexico State Legislature in 2010.

The implementation of this program is supported by the Kellogg Foundation and McCune Foundation among others.

SEPT. 19, 2017

BUSINESS
ALBUQUERQUE JOURNAL | TUESDAY, SEPTEMBER 19, 2017 | PAGE A10

AROUND NEW MEXICO
JOURNAL AND WIRE REPORTS

Seminar to focus on human resource issues

Family Friendly New Mexico and Nusenda Credit Union are hosting a free "lunch and learn" for human resource professionals on how to gain an edge in recruiting qualified employees.

The event will be Monday from 11:30-1 p.m. at the Nusenda Credit Union Training Center, 4100 Pan American Fwy. NE, according to a news release from Family Friendly New Mexico.

The seminar will focus on human resource challenges in the workplace and the importance of family-friendly policies for millennials. Tickets are free; a reservation is required. RSVP at nmfamilyfriendlybusiness.com by clicking on the events tab.



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SEPT. 22, 2017

THE JOURNAL

News Local Four Corners Business & Agriculture Education Nation & World

Four Corners bank recognized as family-friendly business

By The Journal
Friday, Sept. 22, 2017 4:30 PM Updated Sunday, Sept. 24, 2017 7:30 PM

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Four Corners Community Bank recently earned top-level distinction for its workplace policies by Family Friendly New Mexico.

The statewide project – developed by the New Mexico Task Force on Work Life Balance – was developed to recognize businesses that have adopted policies that give them an advantage in terms of recruiting, retaining, and supporting a strong workforce.

“We know that our employees are our strongest assets, and we’re thrilled to have met the qualifications as a family-friendly business,” President and CEO Sheila Mathews said in a news release. “We’ve found that providing a rewarding, flexible, and stimulating workplace is key to attracting and maintaining happy and productive staff.”

Four Corners Community Bank met at least one of the family-friendly policy requirements in each of the following categories: paid leave, health support, work schedules, and economic support. The Family Friendly New Mexico project identifies specific accommodations that organizations can adopt to earn the family-friendly business distinction including: providing access to health insurance, paid vacation, making reasonable accommodations for pregnant and breastfeeding employees, offering flexible leave time for parents to attend to their child’s medical or school appointments or activities, and paid family leave among others. FCCB offers these and other family-friendly benefits.

“We have the opportunity to be a national leader in offering workplaces that help companies attract and keep the best workers,” said Giovanna Rossi, head of Family Friendly New Mexico. “And studies have shown that costs associated with creating family-friendly benefits are returned in terms of improved productivity, employee morale, and employee retention.”

JUNE 26, 2017

AlbuquerqueJournal

News Sports Business Entertainment Opinions Opinion Calendar Real Estate Classifieds Jobs

Briefcase

By ABQJournal News Staff
Monday, June 26th, 2017 at 12:03pm

APPLAUSE

Family Friendly New Mexico, a nonprofit program that recognizes New Mexico businesses with family friendly policies, has announced that four companies have earned the highest recognition for having policies that help workers balance work and family. The distinction means the employers recognized have four or more policies in the areas of paid leave, health support, work schedules and economic support. Companies recognized as Gold Level Awardees are: **First Unitarian Church, National Dance Institute of New Mexico, New Mexico Breastfeeding Task Force, and Rehabilitation Partners LLC.**

JUNE 5, 2017

AlbuquerqueJournal

News Sports Business Entertainment Opinions Opinion Calendar Real Estate Classifieds Jobs

Briefcase

By ABQJournal News Staff
Monday, June 5th, 2017 at 12:03pm

APPLAUSE

Family Friendly New Mexico, a nonprofit program that recognizes New Mexico businesses with family friendly policies, has announced that five companies have earned the highest recognition for having policies that help workers balance work and family. The distinction means the employers recognized have four or more policies in the areas of paid leave, health support, work schedules and economic support. Companies recognized as Gold Level Awardees are: **CHRISTUS St. Vincent, Girl Scouts of New Mexico Trails, Mama’s Minerals Inc., Office of the N.M. Secretary of State, and the The Verdes Foundation.**



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2017 MEDIA COVERAGE

MAY 24, 2017


The Verdes Foundation in Albuquerque, N.M. — <https://www.bizjournals.com/albuquerque/news/2017/05/24/how-this-sbg-cannabis-producer-won-a-family-friendly-award>

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Health Care

How this ABQ cannabis producer won a family-friendly award



The Verdes staff and Rustie (the dog) in the nonprofit's breakout, Family Friendly New... more
PHOTO COURTESY VERDES FOUNDATION

By Rachel Sapin — Reporter, Albuquerque Business First
May 24, 2017, 7:25am Updated May 24, 2017, 7:54am

IN THIS ARTICLE
Health Care Industry
Rachel Speegle Person

Family Friendly New Mexico has added a unique recipient to its list of gold medal winners: the Verdes Foundation, a top-earning Albuquerque-based medical cannabis producer.

"It's the most proud acknowledgment and achievement that I've ever earned as a business owner for the Verdes Foundation," said Rachael Speegle, director of operations with Verdes. "The entire point of our programs and our employment strategies is to try to have our business work for our community."

The New Mexico Family-Friendly Business Award acknowledges and supports businesses that implement and adopt family-friendly work policies for their employees. To be considered a gold level recipient, a company must meet at least one family-friendly policy in each of the four categories that are paid leave, health support, work schedules and economic support.

Speegle said that in addition to offering personal leave and sick leave, the company has an extensive paid leave program that offers days off for training and development. She also noted that in addition to maternity leave, the nonprofit offers one-month paid paternity leave to male employees who have been with the company for at least one year.

Speegle said Verdes employs 43 people at the moment, with 40 percent of that staff on salary and 60 percent as non-exempt hourly employees. She said hourly employee wages with the nonprofit start at \$15 per hour and salaried employees start at \$40,000 a year.

She said turnover is also low at Verdes, and amounts to about one position per year. And with resumes coming

MAY 15, 2017

AlbuquerqueJournal

Group honors family-friendly businesses

By ABQJournal News Staff
Monday, May 15th, 2017 at 1:04pm

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ALBUQUERQUE, N.M. — More than 50 New Mexico businesses and organizations are being recognized this week for having family-friendly policies in place.

Family Friendly New Mexico, a nonprofit program, will hold its awards luncheon on Friday at the Albuquerque Museum from 11:30 – 1 pm.

A CEO panel will discuss hiring challenges, including attracting millennial workers and how to acquire the most qualified employees. Secretary of State Maggie Toulouse Oliver, whose office is one of the organizations being recognized, will speak at the event.

Tickets, \$30 each and \$300 for a table of eight, are available at www.nmfamilfriendlybusiness.com/events.

To be recognized, organizations must have a minimum of one family friendly policy in each of four areas: paid leave, health support, work schedule and economic support.

MAY 1, 2017

AlbuquerqueJournal

Briefcase

By ABQJournal News Staff
Monday, May 1st, 2017 at 10:00am

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APPLAUSE

Family Friendly New Mexico, a nonprofit program that recognizes New Mexico businesses with family-friendly policies, has announced that eight companies have earned the highest recognition for having policies that help workers balance work and family. The distinction means the employers recognized have four or more policies in the areas of paid leave, health support, work schedules and economic support. Companies recognized as Gold Level Awardees are: Enlace Comunitario, Fiore Industries Inc., Flow Science Inc., General Mailing and Shipping Systems Inc., Giddens, Gatton & Jacobus PC, SMPC Architects, The Garrity Group and U.S. Eagle Federal Credit Union.



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APRIL 6, 2017

The Verdes Foundation in Albu...
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Career & Workplace

3 new Mexicans to know, and 1 ranking to ignore

By Candace Beake – Publisher, Albuquerque Business First
Apr 6, 2017, 7:55am

2. Giovanna Rossi, founder, Family Friendly New Mexico. Leading this nonprofit, which launched in 2015, is just one of Rossi's jobs. She also runs the Well Woman Show and is owner of consulting firm Collective Action Strategies. The New Mexico Family-Friendly Business Award acknowledges and supports businesses that implement and adopt family-friendly work policies for their employees, and Rossi has brought them to life this year with a luncheon May 19. While there are more than 20 honorees garnering recognition at the first-ever event, it's not too late to apply for this year's awards. Rossi also served as a mentor at ABF's first Women's Summit, held April 3, sharing her expertise with an audience of nearly 200.

Giovanna Rossi, president of...
COURTESY WENDIANA ROSSI

APRIL 3, 2017

Briefcase | Albuquerque Journal
Journal Publishing Company (JPC) | https://www.abqjournal.com/86075/111111-no-headline-2.html

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Briefcase

By ABQJournal News Staff
Monday, April 3rd, 2017 at 12:08pm

APPLAUSE

Family Friendly New Mexico, a nonprofit program that recognizes New Mexico businesses with family-friendly policies, has announced that seven companies have earned the highest recognition for having policies that help workers balance work and family. The distinction means the employers recognized have four or more policies in the areas of paid leave, health support, work schedules and economic support. Companies recognized as a Gold Level Awardees are: **Betty's Bath and Day Spa, Brindle Foundation, Horizon Auto Glass & Tint, Hospital Services Corp., Molzen Corbin, Prosperity Works and Self Service.**

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MARCH 21, 2017

20 New Mexico businesses...
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Career & Workplace

Meet 20 recipients of the NM NM Family Friendly Business Award (slideshow)

VIEW SLIDESHOW 21 photos

BRINDLE FOUNDATION

By Allison Giron – News intern, Albuquerque Business First
Mar 21, 2017, 14:19pm

IN THIS ARTICLE

- Career & Workplace Industry
- Giovanna Rossi Person
- Michelle Dearholt Person

Loving where you work is important, and 20 New Mexico businesses have been recognized recently as some of the top family-friendly ones.

The New Mexico Family-Friendly Business award acknowledges and supports businesses that implement and adopt family-friendly work policies for their employees.

Americans spend a lot of time at work. On average, Americans work 34.4 hours a week, which is longer than other large economies, according to a CNN report. Research has also shown that family-friendly policies can be beneficial for business.

"Smart business owners not only have family-friendly policies in place but promote this in their hiring practices to compete for the most skilled employees," said Giovanna Rossi, head of Family Friendly New Mexico. "Businesses that provide employee policies that help them balance work and their personal life enjoy better employee retention, improved production and efficiency, as well as greater employee morale."

See some of the businesses the group has recently recognized as being family-friendly in the accompanying slideshow.

Not pictured in the slideshow are gold recipients The Garrity Group, Molzen Corbin, Twohig Dentistry and the city of Farmington. Silver recipients not pictured in the slideshow include the Albuquerque Hispano