

1 A MEMORIAL

2 RECOGNIZING NEW MEXICO'S FAMILY-FRIENDLY BUSINESSES AND
3 PROCLAIMING MARCH 1, 2017 AS "FAMILY-FRIENDLY BUSINESS DAY"
4 IN THE SENATE.

5
6 WHEREAS, family-friendly businesses acknowledge and
7 respond to the work, personal and family responsibilities of
8 employees by developing and implementing policies and
9 practices that allow employees to effectively balance work,
10 personal and family responsibilities; and

11 WHEREAS, family-friendly business policies benefit both
12 employees and employers by positively impacting the health,
13 education, economic stability and job satisfaction of
14 employees and their families while making employers more
15 competitive; increasing sales, share value and productivity;
16 and lowering costs by reducing absenteeism, turnover and
17 health-related expenses; and

18 WHEREAS, family-friendly workplace policies improve
19 businesses, the workforce and communities; and

20 WHEREAS, businesses with family-friendly policies
21 improve their ability to compete in the marketplace; improve
22 the health and well-being of their employees; improve
23 employee retention; improve quality and productivity so they
24 can successfully achieve their mission; reduce costs
25 associated with turnover, health care and lost productivity;

1 and improve their communities by providing access to
2 employment that allows employees to balance work and personal
3 responsibilities; and

4 WHEREAS, a child today is as likely to have a working
5 mother as a working father; and

6 WHEREAS, in New Mexico in 2010, approximately sixty
7 percent of children under six had all parents in the labor
8 force; and

9 WHEREAS, more women today than ever before are heads of
10 households and are balancing home, work and community
11 responsibilities; and

12 WHEREAS, a statewide task force on family friendly
13 workplaces for New Mexico women and families was convened and
14 chaired by Lee Reynis and Giovanna Rossi; and

15 WHEREAS, the task force developed a family friendly
16 business award program to recognize employers who demonstrate
17 a commitment to family-friendly workplace policies; and

18 WHEREAS, the four categories of family-friendly policies
19 in the award application are paid leave, health support, work
20 schedules and economic support; and

21 WHEREAS, companies recognized with awards gain stature
22 in their industry and can use their award status in
23 recruiting and marketing; when they do so, employees and
24 other companies are educated to the advantages of
25 family-friendly workplaces, and award recipients can

1 experience a competitive advantage; and

2 WHEREAS, companies that have demonstrated a commitment
3 to family-friendly workplace policies are now being
4 recognized and are helping to create the tools that will
5 assist other New Mexico businesses looking to adopt
6 family-friendly workplace policies;

7 NOW, THEREFORE, BE IT RESOLVED BY THE SENATE OF THE
8 STATE OF NEW MEXICO that in recognition of New Mexico's
9 family-friendly businesses, March 1, 2017 be proclaimed
10 "family-friendly business day" in the senate; and

11 BE IT FURTHER RESOLVED that New Mexico businesses be
12 encouraged to apply for the family friendly business award at
13 www.nmfamilyfriendlybusiness.com; and

14 BE IT FURTHER RESOLVED that copies of this memorial be
15 transmitted to the governor; the chair and vice chair of the
16 legislative health and human services committee; the secretary
17 of workforce solutions; the secretary of economic development;
18 the secretary of health; the secretary of human services; the
19 secretary of children, youth and families; the director of the
20 university of New Mexico's bureau of business and economic
21 research; and the chairs of chambers of commerce of New Mexico
22 cities with populations of more than sixty thousand
23 individuals.
