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SENATE MEMORIAL 13

53RD LEGISLATURE - STATE OF NEW MEXICO - FIRST SESSION, 2017

INTRODUCED BY

Sander Rue and Gerald Ortiz y Pino

A MEMORIAL

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

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

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

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1 expenses; and

2 WHEREAS, family-friendly workplace policies improve
3 businesses, the workforce and communities; and

4 WHEREAS, businesses with family-friendly policies improve
5 their ability to compete in the marketplace; improve the health
6 and well-being of their employees; improve employee retention;
7 improve quality and productivity so they can successfully
8 achieve their mission; reduce costs associated with turnover,
9 health care and lost productivity; and improve their
10 communities by providing access to employment that allows
11 employees to balance work and personal responsibilities; and

12 WHEREAS, a child today is as likely to have a working
13 mother as a working father; and

14 WHEREAS, in New Mexico in 2010, approximately sixty
15 percent of children under six had all parents in the labor
16 force; and

17 WHEREAS, more women today than ever before are heads of
18 households and are balancing home, work and community
19 responsibilities; and

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

23 WHEREAS, the task force developed a family friendly
24 business award program to recognize employers who demonstrate a
25 commitment to family-friendly workplace policies; and

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1 WHEREAS, the four categories of family-friendly policies
2 in the award application are paid leave, health support, work
3 schedules and economic support; and

4 WHEREAS, companies recognized with awards gain stature in
5 their industry and can use their award status in recruiting and
6 marketing; when they do so, employees and other companies are
7 educated to the advantages of family-friendly workplaces, and
8 award recipients can experience a competitive advantage; and

9 WHEREAS, companies that have demonstrated a commitment to
10 family-friendly workplace policies are now being recognized and
11 are helping to create the tools that will assist other New
12 Mexico businesses looking to adopt family-friendly workplace
13 policies;

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

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

21 BE IT FURTHER RESOLVED that copies of this memorial be
22 transmitted to the governor; the chair and vice chair of the
23 legislative health and human services committee; the secretary
24 of workforce solutions; the secretary of economic development;
25 the secretary of health; the secretary of human services; the

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1 secretary of children, youth and families; the director of the
2 university of New Mexico's bureau of business and economic
3 research; and the chairs of chambers of commerce of New Mexico
4 cities with populations of more than sixty thousand
5 individuals.

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