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Taos Ski Valley Earns Family Friendly Business Award® at the Platinum Level

Taos Ski Valley is recognized as a distinguished leader in implementing family friendly policies in the workplace

TAOS, NM – March 15, 2021 – Taos Ski Valley has earned Platinum-level distinction for its workplace policies by [Family Friendly New Mexico](#), a statewide initiative developed to recognize employers that have adopted policies that give New Mexico businesses an advantage in recruiting and retaining the best employees.

“Our company values of Enjoy, Protect, and Give guide us in making decisions that contribute to the wellbeing of our staff, their families, and the greater health and welfare of our local community,” said Suzie Benton, HR Manager, Taos Ski Valley. “This award is important recognition of the work being done by businesses to keep New Mexico families front and center; we are incredibly proud of being recognized by Family Friendly New Mexico for our efforts for our third year in a row.”

The Family Friendly New Mexico initiative offers training, support and resources to businesses on how to implement family friendly policies; provides recognition to businesses and organizations that offer their employees family friendly benefits; and acts as a resource and clearinghouse of information for businesses and community leaders as they develop policies on issues such as paid family leave and childcare assistance.

“As we grow the state’s economy, we have the opportunity to be a national leader in offering New Mexicans workplaces that help companies attract and keep the best workers,” said Giovanna Rossi, founder and Director of Family Friendly New Mexico. “Implementing family friendly policies can be a simple, concrete investment a company can make to ensure it can compete for highly qualified employees. Studies have shown that costs associated with creating family friendly benefits are more than made up for in improved productivity, employee morale and employee retention. We are happy to recognize Taos Ski Valley as a distinguished leader in implementing family friendly policies.”

Taos Ski Valley’s hiring and human resources policies were designed with equity and families in mind. They include paid parental leave, paid health days that staff can use for themselves or to care for family members and paid volunteer time for staff to use serving the local community, schools, nonprofits, and religious organizations. Taos Ski Valley is also partnered with Camber Outdoors to provide training and resources to staff to increase awareness of the best diversity, equity, and inclusion practices for the outdoor industry. Trainings like these also influence Taos Ski Valley’s hiring and retention practices. The ski valley also participates in the National Ski Area Association

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compensation survey to ensure it is leading with industry standards and equal pay for equal work.

Throughout the pandemic, Taos Ski Valley made additional accommodations for its staff, including starting a childcare program while other childcare providers were shut down, flexibly responding to working parents' unusual schedules, encouraging remote working whenever possible, and more.

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, please visit <http://www.nmfamilyfriendlybusiness.org/>

About Taos Ski Valley

Nestled among the pristine peaks of northern New Mexico, Taos Ski Valley is undergoing a \$300 million renaissance making it one of North America's premier vacation and adventure destinations. With more than 300 inches of average annual snowfall, 300 days of sunshine and more than 1,200 skiable acres, Taos Ski Valley is the industry's only B Corp Certified ski resort, which means it operates with the highest standards of environmental sustainability, and social and economic justice. An independently owned and operated resort, Taos maintains an authentic charm while delivering a world-class experience both on-mountain and off for skiers and riders of all abilities. Taos Ski Valley is proud to participate in the [Mountain Collective and Ikon Pass](#). To learn more about Taos Ski Valley and its B Corp commitment, please visit www.skitaos.com.

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