Hi Trendsetters,

Have you ever implemented change in your work environment? Would you agree that implementing change is risky? As I was unexpectedly asked to continue as President for a second term, I learned that the time required to lead our group was a deterrent for volunteers.

“I analyzed our progress in the first five months of our team, and was so impressed with each Board member!”

To establish a reasonable standard of time, I implemented two procedures: 1) Streamline our chapter operations through the use of WIN’s cloud feature to share our chapter information on a 24/7 basis. 2) Implement a concept at the Board level from Jim Collins’ book – Good to Great. We began our term last August by reciting our job descriptions together. Based on this mutual understanding, our Board members work autonomously with my leadership.

Last December, I analyzed our progress in the first five months of our term and was so impressed with each Board member! EACH has been very successful in performing the job that they accepted back in August.

ABWA is a national organization that provides tools to improve our business skills and to grow our businesses. Our Best Practices plan is based on Malcolm Baldrige and his concept is used by for-profit and non-profit entities throughout the United States. The Trendsetter bus has hit some bumps along the way but it’s during these bumpy rides that we drill deep down to find out who we really are. It’s an opportunity to test ourselves, to connect with others, and to focus on the goal - Keep our Trendsetter bus moving forward.

I would like to take this opportunity to THANK YOU for taking this ABWA business development journey during this period of change. We connect with each other and maintain a spirit of support for one another. We want to see each other succeed professionally and personally.

Thank you for this opportunity...the journey continues. It is an honor to serve as your President.

Cheryl
Foundation Frustration?
What finish do you prefer:
- □ Dewy
- □ Matte
- □ Natural

“9 out of 10 women want someone to help them find their perfect foundation....”

Do you?

Cookie Harvey
Independent Beauty Consultant
(760) 485-2002

“I will help you determine what works best for you from our 6 formulas and 23 shades.”
Call for an appointment today.

Each one, recruit one to double our Chapter!
Cow Tips on the Kindle Fire

Want an affordable tablet that can check email and surf the web? If you want a tablet to surf the web, check email, watch movies, and lighten your load of books, the $200 Kindle Fire is a perfect solution for you.

It boasts a 7” screen and is extremely portable, with great battery life. It also has built-in speakers so you can listen to music or audiobooks. And while it doesn't have a million applications like the iPad has (no other device does), it does support Android apps including popular ones like Netflix, Hulu and Pandora. As a bonus, it allows you access to more than 20 million movies, TV shows, songs, and -- of course -- books from Amazon.com.

This story and more can be found at facebook.com/desertcow

Desert Cow Computers
760.992.5562
desertcowcomputers.com

Four Common Mistakes Entrepreneurs Must Avoid

Francine D. Ward, a business and intellectual property Attorney will teach about things that might put you and your business at risk.

Are you afraid your hard work will be stolen but you don’t know how to protect it? Are you interested in learning ways to avoid common mistakes many small business entrepreneurs make? In this program you will learn:

• Four mistakes entrepreneurs commonly make
• Strategies for side-stepping those mistakes

Now we can register and pay on our new website: www.palmdesertabwa.org
We’re Invited to a Little Fun

Sunday at the Movies - It’s fun!
Let’s meet for a movie and dinner on Sunday, March 10 at 3:00 –3:30 p.m.
Check meetup.com/abwapalmdesert for actual times and location which may change according to the shows and times posted late by the theater.
You can choose the movie of your choice. Some will join you, some may choose another.

Regional Conference in San Diego March 14-16  You can register and pay at www.abwa.org.
We will carpool and have roommates to keep expenses to a minimum. Rooming together at a conference really cements a friendship! The classes are interesting and it is always great to get the stats offered by National. You’ll gain a greater understanding of what makes the organization tick. There’s lots of brainstorming and sharing ideas for fundraising and ways to grow and strengthen our league.

“Happiness is...  Love and Other Things”  ABWA “Just for Fun” event April 6 at 6:30 p.m. This musical is offered by the Sun City Performing Arts Club with our own Patricia Finn in the cast. Let’s get a group together to support Patricia and enjoy this production together. The program starts at 7:00. Tickets are $15. Let Patricia know if you will attend and she will pick up your tickets for you. It is best to give her cash or a check so she has no risk for securing your ticket. Her phone number is 760.636.0003.

Spring Mixer takes flight!  ABWA Mixer at Sensational Hair. Tuesday, April 23rd  5:30 p.m. to 7:00 p.m.
Invite all your friends business associates to this centrally located networking event.
$5 Admission includes food and beverages.

Check Our Calendar and Quick Reference

March
6  “Happiness is...” Sun City Musical with Patricia Finn
12 PD Chamber Business Breakfast Desert Willow
10  Movie Night and Dinner  3:00 p.m.
14-16 ABWA Regional Conference in San Diego
17 Tami Draper’s Sensational Hair Style and Beauty Bash
19 ABWA Dinner & Business Meeting
20 P D Chamber Mixer Lamardi Gras” at Lamar Outdoor
28 ABWA Board Meeting—Roc’s Firehouse Grille

April
9  PD Chamber Business Breakfast at Desert Willow
13 Movie Night and Dinner 3:00-4:00 p.m. see meetup.com
16 ABWA Dinner & Business Meeting
17 Palm Desert Chamber Mixer
23 ABWA Mixer at Sensational Hair

October
3-5 National Women’s Leadership Conference
Little Rock, Arkansas.

ABWA National Website
www.abwa.org
Trendsetter Chapter
*New Website*
www.palmdesertabwa.org
Reservations
760 565-ABWA

Follow ABWA on
ABWAHQ
And on
facebook
Put Some Spring in Your Sharing

Put Some Spring in Your Sharing

A Free
My Little Flower Shop arrangement will be awarded to recruiter

Alan Kelly and Gregory Goodman of My Little Flower Shop are beginning our new calendar year with a world-class recruiting incentive initiated to help us reach our goal of 65 members by July 31, and to sustain strong recruiting throughout the year. My Little Flower Shop awards the top recruiter each month with one of their fabulous arrangements.

1. The member who recruits the most for the month will receive a floral arrangement. A drawing will break a tie.
2. The member who recruits the most members for the 12 month period ending December 31, 2013 will receive a monthly floral arrangement for the entire next year.

Twelve months of flowers is a $600+ value.

For this incentive, a recruit is defined as someone you introduced to ABWA and induced to join our Trendsetter Chapter.

Many Thanks to Our Raffle Donors
Bev Licata — Nortex Travel
Pam Eldridge — Sugar Chef
Barbara Larsh — Origami Owl
Carolyn Barry — FunTrafficSchool.Com
Cheryl Uyemura — Cheryl Uyemura CPA
Helene Dreyer Koch — Roemer & Harnik CPA
Maureen Fox — Writer “Budding Romance”
Dominique Fruchtman — Desert Cow Computers
Henry, tell us what made you decide to join our group?

Cheryl Uyemura was so gracious and the women were so nice when I went to my first meeting that I decided that this would be a good group to join.

Tell us about your business

Private Asset Management is an SEC registered investment advisor managing over $700 million in assets for individual clients. We believe that our clients are better served when they have direct ownership in the company’s in which we invest.

What would your friends tell us about you?

My wife says that I am a man of integrity and honesty and a bit compulsive and maybe a little obsessive. (See your hobbies below)

Your wife came with you to our Holiday Party, tell us about your family.

Melanie and I have lived in the desert for 18 years, we moved here from La Jolla. This is the first time that I have lived someplace that I do not want to live someplace else. My brother lives in Indian Wells and my sister lives in Albuquerque NM. My family roots goes back 400 + years in the state of New Mexico.

Tell us about:
...your hobbies

I have between 800 and 1000 autographed books signed by presidents, astronaut’s, politicians and movie stars as well as rock stars, even three of our bibles signed by Mother Theresa. Thousands of signed golf balls and signed baseballs I’m not sure of the exact total, but lots and lots.

...your dream job

Providing investment management services for Private Asset Management. I work for a terrific company!

...the greatest lesson you ever learned

Leave my ego at home. (Boy did I learn that one the hard way).

...your biggest triumph

Being married to my lovely wife Melanie.

What are the smartest decisions you’ve made?

Accepting Melanie’s proposal and going to work at Private Asset Management.

What is your favorite quote?

John 3:16

Who has had the greatest impact on your life?

My drill instructor in The United States Marine Corps.

What is the biggest risk you’ve taken?

The United States Marine Corps, and volunteering to go to Vietnam as an infantry Marine.

What are your goals for the year?

To be a ABWA member in good standing and make lots of friends.

If you could accomplish something really over the top, what would that be?

To be of exceptional service to whom ever the good Lord puts in my path.

Henry Sanchez
Private Asset Management
Sr. VP Financial Services
760.910.3222
henrys@pamgmt.com

Get Noticed!

Bring a gift for the raffle.

Everyone who donates will receive an extra raffle ticket and recognition during the drawings, and in the newsletter when they log in their donation at the raffle table.

Newsletter Ads
To place your business ad, congratulatory note or event invitation in the Trendsetter Letter, Please contact Joyce Godier @ jmgodier@yahoo.com $5.00 per month or $50.00 for the year.
Discounts for Larger Ads

Roster Updates
If your information changes, please contact Bev Licata at blicata@dc.rr.com.
March Birthdays
Gwyn Betz 2
Laurie Briggs 11
Stacy Hennis 12
Rosemary Woodward 22
Patricia Finn 23
Chaquita Edwards 24

Anniversary
Lorraine Ohanesian

Newsletter Team
Editor      Joyce Godier      Umbrella Ministries
Photographer Patricia Finn      Patricia Finn Photography
Proofreader  Cookie Harvey      Mary Kay Cosmetics
Proofreader  Bryna Blum         WCBS4Printing
Format       Carolyn Barry      FunTrafficSchool.com

Columnists:
Sunny Simon      Raise the Bar High Life Coaching
Dominique Fruchtman       Desert Cow Computers
Patricia Finn      Patricia Finn Photography

Help Wanted: Event Reporter, New Member Interviewer
Dear Coach,
I have a huge presentation coming up. I am pitching my products to some very influential clients. Getting them to sign a contract would be a huge feather in my cap. Any suggestions?

A: Sounds like you have a lot riding on this meeting. My best advice is centered on preparation. I do not believe there is any such thing as over preparing.

Begin with the research stage. Know your audience. Find out everything you can about these potential clients. Why are they interested in your products? What do they need to know to convince them to sign on the dotted line?

Keep it interesting! Find ways to make your presentation unique. Create an attention grabbing opening. Make it compelling! I serve on the board of a writers guild and recently hired an author to speak. She hit the ball out of the park!

Why? Not only was she a subject matter expert, she had an interesting slide show, she evoked humor and had the audience laughing and learning. It was a long presentation and occasionally she lost her place. Did she panic? No, she took a moment to breathe and resumed her talk.

Be prepared for a possible flub. We all make mistakes, especially under pressure. If that happens decide in advance how you will recover.

Bottom line...practice, practice, practice. Get friends and family to listen to your pitch. The day of...no caffeine. There is nothing worse than listening to a presenter who has downed five cups of java which speeds up the speech pattern. If you find yourself speaking too fast...slow down. Relax, smile, remember to breathe and "break a leg."

Life skills and insights provided by
Jan “Sunny” Simon
founder and president of
Raise the Bar High Life Coaching.
Phone: 760 578-8198
Trendsetters Recognized at February Dinner

Godier Reports February 19 Meeting Minutes

Helene Dreyer Koch, acted as Sergeant at Arms and introduced President Cheryl Uyemura. The meeting began at 6:00 p.m. with a welcoming message from President Uyemura. Dominique Fruchtman led the Pledge of Allegiance and Sunny Simon offered the Opening Inspiration. Membership Chair, Sharon Zarres led the member and guest thirty-second introductions.

During dinner Holly Agliolo, Stacy Hennis and Kelli Cox conducted the opportunity drawing.

President Cheryl Uyemura called for approval of the January Meeting Minutes. There being no questions, Barbara Larsh moved and Cookie Harvey seconded her motion to approve the minutes as printed in the Trendsetter Letter. MSC

A new member installation was led by Sharon Zarres and Joyce Godier. New members installed were: Henry Sanchez, Diane Richardson, Brooke Kates, Dana Mignogna, Ophelia Ruiz, Kelli Cox, Helene Koch and Stacy Thetford.

Rosemary Woodward photographed the activities with her cell phone.

Chapter Vice President, Bev Licata recognized Cathy Scarms as the Trendsetter Top Ten nominee to the National Top Ten competition. Carolyn Barry moved and Helene Dreyer Koch seconded to nominate Cathy by acclamation. MSC

Tami Draper explained the all day fun event “Style and Bash”, a part of the El Paseo Fashion Week. She still has openings for cuts and blow dries where the money will be donated to our scholarship fund.

Rosemary Woodward announced openings for the Regional Spring Conference in San Diego. So far, we have eight members who have registered. V.P. Licata recognized Lorraine Ohanesian with the Chapter Protégé’ Award.

V.P. Professional Development, Dominique Fruchtman introduced the speaker, Dee Ryberg who lead a power point talk on the importance of getting your business or organization noticed with appreciation marketing.

After President Uyemura’s closing remarks, Stacy Thetford led the Closing Message.

The meeting adjourned at 7:50 p.m.

Respectfully submitted by

Joyce Godier, V.P. Records
Spring Conference Will be Well Attended

Our bags aren’t packed, but we’re on our way.

With the ABWA Regional Spring Conference in San Diego a mere two hours drive away, we have eight attendees as of press time, with a couple of more members considering registering. Won’t you join us to get the full scope of what ABWA has to offer?

Our attendees:

The Rookies:
Sharon Zarres
Teresa Myers
Dee Ryberg.

The Veterans:
Cathy Scarms
Rosemary Woodward
Cookie Harvey
Bev Licata
Joyce Godier.

Correction
The February issue of Trendsetter Letter listed an incorrect business name for Henry Sanchez
The correct name is Private Asset Management.
Our apologies to Henry.
A Day of Fun With Friends Supports Scholarships

Integrated Wealth Management

**FASHION WEEK EL 2013 PASEO.**

**STYLE & BEAUTY BASH**

GET THE LOOK.

**WHEN:** Sunday, March 17, 2013, 9 a.m. to 3 p.m.
1 p.m. runway show by emerging designers

**WHAT:** 30+ salons and spas - Includes: hair styling, cuts, makeup, shaving, and special events

**WHERE:** The Big White Tent on Larkspur Lane at El Paseo in Palm Desert, CA

**COST:** General admission is free. All salon services are $30. Net proceeds benefit local charities.

Visit FASHIONWEEKELPASEO.COM for more information

Text FASHION to 90947 for the latest event updates, special promotions and more!
The Board meeting was held at Roc’s Firehouse Grille in Palm Desert. Present were Cheryl Uyemura, Bev Licata, Dee Ryberg, Dawn Suggs, Sharon Zarres, Carolyn Barry, Lorraine Ohanesian and Joyce Godier.

President Cheryl Uyemura opened the meeting at 6:06 with a bit of humor.

She called for approval of the January Board meeting minutes. There being no corrections, Carolyn Barry moved to approve the minutes as printed in the newsletter. Lorraine Ohanesian seconded. Motion carried.

Lorraine explained the Treasurer’s Report which had been emailed to board members earlier. She has posted it to WIN.

Corresponding Secretary Dee Ryberg has been unable to attend her duties due to an inoperable computer which has been down for a week or more. Her query of what contact information should be included on the cards she sends to the first and second time guests developed much discussion.

Presently we have four avenues of contact for reservations. The Chapter phone number, Laurie’s email address, the new website, and the meetup page. The phone sends an email to Dom, but the voice message is not checked regularly. The Board will ask that it be checked more frequently.

Meetup.com/abwapalmdesert allows reservations, but does not accept payments. The new www.palmdesertabwa site allows only paid reservations. Some are not comfortable making payments online. Cheryl asked Dee to list only the 760.565.ABWA and the website on the guest cards for one month as a test.

Guest business cards are not being posted to WIN. Dee needs to learn how to scan and post as a group. She can easily do the individual cards which she uses to create “wow” factor guest thank you cards. Dee will learn this skill and train Rebecca to do both types of business card scans. Cheryl suggested that if Rebecca can’t do it we ask a new member such as Brooke Kates, Jackie Faulkner or Kelli Cox to help. All have expressed interest in being involved.

Education: Dawn Suggs reported on the College of the Desert scholarship program. In speaking with Peter Sturgeon, it was determined that there are many areas of targeted studies. We can specify a culinary scholarship to honor our late chef, Russell Olden. Big Horn Country Club has a program to offer scholarships to veterans. We could specify women only.

Our concern about the student dropping out and using the scholarship monies for personal use is not currently realistic. Next year they will have separate accounts with funds returning to the COD Foundation if not used for school.

Hospitality: The Board appreciates the efforts of Laurie Renner, Alex Christiansen, and Bev Licata in meeting with Leah at Desert Falls. By going over the details again and providing a written copy of our expectations, the committee enhanced the hospitality provided by DFCC. It was superb.

Cheryl asked Dee to send a thank you card to Leah noting the excellent service of employees Claudia and Luis. The thank you note will include a $15 generic gift card.

Marketing and Web Development: Patricia Finn met with our web designer and learned how to post photos on the new website. Joyce will send the current newsletter to Josh to post. Ideally, we would like to have all the past year’s newsletters available on the website.

Membership: Sharon Zarres reported the successful mixer planning by the membership committee. The Mixer date will be Tuesday, April 23 at Tami Draper’s Sensational Hair Salon.

Rebecca Zarres Hall will contact nearby businesses to invite them. She will also contact the local colleges to invite business students to attend, with the hopes of them becoming members. Rebecca has also taken on the challenge of soliciting food donations for the mixer.

Professional Development: Bev will come up with a title for Ms. Ward’s talk and send postcards to the members via email that they can print and pass out to increase attendance at the March dinner meeting.

Publicity: Carolyn Barry thinks we may be able to get an article in the Desert Sun since Francine Ward is a national speaker.

Unfinished business:
The revised audit report was presented. Dee Ryberg moved and Carolyn Barry seconded a motion to approve the report.

The Ad Hoc Committee consisting of Bev Licata, Barbara Larsh, Dee Ryberg, Lorraine Ohanesian and Cookie Harvey, studied the ABWA guidelines and our current policy on internal marketing. Bev reported the findings and suggestions presenting a written report.

The report will be emailed to all board members and committee chairs for study and commentary. Once a policy is finalized, it will be presented to the membership.

Spring Conference: There are eight members registered for the ABWA Regional Conference in San Diego. First timers, Dee Ryberg, Sharon Zarres and Teresa Myers. Also attending are Bev Licata, Rosemary Woodward, Cathy Scarms, and Cookie Harvey. All have been to either a national or a regional conference in the past.

Nominating Committee: Carolyn will approach Barbara Larsh to see if she is willing to lead the committee to nominate new officers for the 2013-2014 chapter year.

Meeting adjourned at 7:50 p.m.

Respectfully submitted by Joyce Godier
BIRDS OF A FEATHER FLOCK TO ABWA
JOIN US - MEMBERSHIP MIXER
TUESDAY, APRIL 23rd  5:30 TO 7:00PM
SENSATIONAL HAIR SALON
73241 HWY 111, Suite 4A, Palm Desert
$5  Networking, Food and Drinks
www.Meetup.com/abwapalmdesert
Trendsetter Vision to Meet Member Needs

Trendsetter Vision

"Trendsetter Chapter's Vision is to be the best we can be! We will strive to understand and satisfy the needs of our members and make it a priority to recognize member achievements, to celebrate member and chapter successes and provide the opportunities to grow with educational programs, networking opportunities and friendship. We promise to support one another and have fun in the process."

ABWA Mission Statement

The mission of the American Business Women’s Association is to bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support and national recognition.

Congratulations to 2011-2012 Trendsetter Letter Editor, Sunny Simon and her team for “raising the bar high.”

From coast-to-coast, there is no better way to get fired up for the 2013 National Women’s Leadership Conference then by joining ABWA in the Spring for our Regional Conferences.

Western Regional Conference
March 14-16, 2013
Districts II and VI - San Diego, CA
San Diego Marriott Mission Valley

Eastern Regional Conference
April 4-6, 2013
Districts I and IV - Safety Harbor, FL
Safety Harbor Resort and Spa

Central Regional Conference
April 18-20, 2013
Districts III and V - Chicago, IL
Renaissance Chicago O’Hare Suites Hotel

The regional conferences support the goal of strengthening ABWA as well as its mission of bringing women together to meet their personal and professional needs; providing a blend of professional development with members who are serving, or plan to serve, in a leadership position with ABWA.
Past Presidents

1982-1983 Carla Kordick
1983-1984 Joan Manhire
1984-1985 Harriet Wray
1985-1986 Joann Skelinsky
1986-1988 Judy Issacson
1988-1990 Merrien Harmon
1990-1992 Elaine Lloyd
1992-1993 Carolyn Barry
1993-1994 Pamela Amy
1994-1995 Cathy Scarms
1995-1996 Barbara Larsh
1996-1997 Joyce Godier
1997-1999 Margie Hanson
1999-2000 Jeannie Bernard
2000-2001 Joyce Godier
2001-2002 Barbara Larsh
2002-2004 Cathy Scarms
2004-2005 Jan Sunny Simon
2005-2006 Carolyn Barry
2006-2007 Rosemary Woodward
2007-2008 Joyce Godier
2008-2009 Carol Carpenter
2009-2010 Cookie Harvey
2010-2011 Jan "Sunny" Simon
2011-2013 Cheryl Uyemura

Chapter Top Ten Business Woman Candidates
2013 Cathy Scarms
2012 Bev Licata
2011 Sunny Simon
2010 Rosemary Woodward
2009 Cookie Harvey
2008 Barbara Larsh
2007 Barbara Larsh
2005 Cathy Scarms
2004 Carolyn Barry

Chapter Protégé Awards
2012 Lorraine Ohanesian
2011 Dominique Fruchtman
2010 Cheryl Uyemura
2009 Marge Magnuson
2008 Bev Licata
2007 Cookie Harvey
2007 Terry Fischer

Past Women of The Year
2012 Carolyn Barry
2011 Alex Christensen-Finlay
2010 Marge Magnuson
2009 Bev Licata
2008 Cookie Harvey
2007 Carol Carpenter
2006 Jan "Sunny" Simon
2005 Rosemary Woodward
2004 Joan Hinterseer
2003 Cathy Scarms
2002 Kimberly Lynch
2001 Brenda Dryden
2000 Barbara Frazier
1999 Margie Hanson
1998 Lucy Torres
1997 Diana Klumpp
1996 Barbara Larsh
1995 Joyce Godier
1994 Elaine Lloyd
1993 Carolyn Barry
1992 Victoria Otos
1991 Pamela Amy
1990 Margaret Doherty
1989 Susan Miller
1988 Merrien Harmon
1987 & 1986 Judy Isaacson

Chapter Management Award
Anticipation Award
1996

Member Education Award
1995

Spring Conference Newsletter Awards
1989
1990
1991
1992
1995
1997
2008
2009
2010
2012

National Meeting Attendance Award
1995 & 1996

Retention Award
1995

National Conference Newsletter Awards
1992
1997

Star Awards
1990
1991
1992
1995
1996
1997
1998
2006

Standard of Achievement Award
2008
2007
1988

Banner Award
1989
1994
2008

Scholarship Award
1993
1994
1996

Business Associate Event Award

Sponsoring Chapter Awards
2000 PS Spring Conference
2006 Anaheim Nat’l Conference

Best Practices Award 2008-2009 Level 3

Best Practices Award 2009 - 2011 Level 1

Best Practices Award 2011 - 2012 Level 2

Chapter Management Award
ABWA Proud Code of Conduct

1. All members will serve as goodwill ambassadors.
2. Members will not allow their personal beliefs and convictions to interfere with the representation of ABWA’s mission.
3. Members will always treat their member colleagues, guests, vendors and sponsors with honesty, respect, fairness, integrity, responsibility, kindness and in good faith.
4. Members will maintain compliance with ABWA National, Chapter and Express Network Bylaws.
5. Members will not use their personal power to advance their personal interests.
6. Members will strive for excellence in their professions by maintaining and enhancing their own business knowledge and skills, and by encouraging the professional development of other members.