



# What's Trending

Trendsetter Chapter  
American Business Women's Association

mailing address  
7760 Country Club Drive, Suite I  
Palm Desert, CA 92211



## April 2023

Page

- 1 .. ABWA Mission Statement
- 1 .. BSTR Program Reminder
- 2 .. Board/Committee Chairs
- 2 .. Trendsetter Vision Statement
- 2 .. Dates in Women's History
- 3 .. ABWA Impact Scholarship
- 4.. Trendsetter Membership Madness
- 5 .. ABWA National Membership Drive
- 6 .. Leadership Roundtable
- 7 .. Our Chapter's Sponsors
- 8 .. ABWA Core Values
- 8 .. ABWA Code of Conduct

Happy April Trendsetters!

Spring is here and hope it treats you well. April showers bring May flowers, just in time for Mother's Day. All our committees are working on some exciting our spring events. There are some great things happening in the next few months and I am excited.



Thank you for all the support and well wishes on the arrival of our future Trendsetter, Lucy Rose. She just turned a month!

While I have been working remotely the last few months to help with some family back east, I want to thank the board and all of you for all your time and efforts.

In ABWA Spirit,



Share the LOVE of ABWA and refer a friend!

*Together*

TOWARDS TOMORROW with the American Business Women's Association



The mission of the **American Business Women's Association** is to bring together business women 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.

### BUSINESS SKILLS REIMBURSEMENT PROGRAM

If you have taken a class or seminar to enhance your occupation/career and paid money to attend, you can be reimbursed for your cost through ABWA's Business Skills Reimbursement program. The eligibility requirements are:

1. Female and U.S. Citizen.
2. Enhance applicant's career objective.
3. You have completed the course before submitting your application for BSTR.
4. Apply for BSTR within 90 days of course completion by completing the application process including: providing a course description, the rationale for attendance, verification of the learning institution's credentials (licensed, accredited and/or state approved) and proof of payment.

**All of the above, needs to be completed by June 1, 2023.**  
If you think you are eligible, contact Sharon Smith, Education Chair, Trendsetter Chapter for further details and/or information.

Mark your calendars for our April meetings  
 Board Meeting ~ April 11  
 Chapter Meeting ~ April 18



**April Dates in Women's History**

**April 2, 1931**

17-year-old Jackie Mitchell, the second woman to play baseball in the all-male minor leagues, pitches an exhibition game against the N.Y. Yankees and strikes out both Babe Ruth and Lou Gehrig. The next day, the Baseball Commissioner voided her contract, claiming baseball was too strenuous for women. The ban was not overturned until 1992.

**April 5, 1911**

100,000 to 500,000 people march in New York City to attend the funeral of seven unidentified victims of the Triangle Shirtwaist Company fire in late March.

**April 7, 1805**

Sacagawea begins helping the Lewis and Clark Expedition as an interpreter.

**April 7, 1987**

Opening of the National Museum of Women in the Arts in Washington, D.C., the first museum devoted to women artists.

**April 9, 1939**

Marian Anderson sings an Easter Sunday concert for more than 75,000 at Lincoln Memorial.

**April 13, 1933**

Ruth Bryan Owen is the first woman to represent the U.S. as a foreign minister when she is appointed as envoy to Denmark.

**April 16, 1912**

Harriet Quimby becomes the first woman to fly an airplane across the English Channel.

**April 19, 1977**

Fifteen women in the House of Representatives form the Congressional Caucus for Women's Issues.

**April 22**

Earth Day, honor Rachel Carson today, a woman who changed America and greatly influenced the environmental movement with her revolutionary book, *Silent Spring*.

**April 26, 1777**

American Revolution heroine Sybil Ludington, 16 years old, rides 40 miles on horseback in the middle of the night to warn the American militia that the British were invading.

**April 28, 1993**

The first "Take Our Daughters to Work" Day, sponsored by the Ms. Foundation, in 2003 it became "Take Our Daughters and Sons to Work" Day.

American Business Women's Association

Palm Desert Trendsetter Chapter



**2022 - 2023 EXECUTIVE BOARD**

**President ...** Melissa McCaughey  
**Vice President ...** Terri Cox  
**Recording Secretary ...** Laurie Renner  
**Treasurer ...** Tammy Becker  
**Correspondence Secretary**  
 Karen Oliver

**Immediate Past President**  
 Natalie Angrisani

**COMMITTEE CHAIRS**

**Education**  
 Sharon Smith

**Membership**  
 Natalie Angrisani  
 Bev Licata

**Professional Development**  
 Dominique Fruchtman  
 Joyce Godier, Bev Licata

**Newsletter Editor**  
 Natalie Angrisani

**Chapter Advisor**  
 Karen Oliver

**A TRENDSETTER VISION**

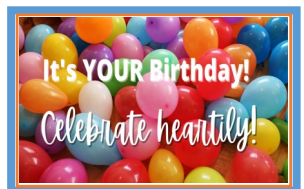
Our Chapter Vision is to become the best we can be by being the leading organization in the Inland Empire for connecting people through networking, education, leadership and thru recognition.

We strive to understand and satisfy the needs of our members, both women and men, and make it a priority to recognize member achievements, to celebrate our member and chapter successes and provide opportunities.

We promise to support one another with professionalism and friendship; and have fun in the process.



Bev Licata  
 ABWA Member since  
 April 2013



Happy Birthday  
 Jessica Jimenez  
 April 1

**IMPACT SCHOLARSHIP PRESS RELEASE****(Do you know someone who might be eligible to apply for a SBMEF Impact Scholarship? If so, share this information)**

February 1, 2023

**For Immediate Release****Trendsetter Chapter of the American Business Women's Association  
Offers two ABWA Impact Scholarship Worth \$1,000.00 each**

Palm Desert, CA – The Trendsetter Chapter of the American Business Women's Association (ABWA) is offering two scholarships worth \$1,000 each, funded through the Stephen Bufton Memorial Educational Fund to two deserving area student(s).

Each year, local leagues of ABWA provide Stephen Bufton Memorial Scholarships (SBMEF) to female students who will be attending accredited U.S. colleges, universities or community, vocational, technical schools.

Applicants must be citizens of the United States; residents of the Coachella Valley or Imperial County; CA; entering (*high school graduating seniors, college freshman, sophomore, etc.*) in August 2023 and attending College of the Desert or an accredited Community College, Vocational or Technical School in the Coachella Valley or Imperial County, CA, *with* a GPA of (2.5- 4.0) or higher..

Eligible women interested in applying for the scholarship should contact:

Sharon Smith, Education Scholarship Chairperson

ABWA Trendsetter Chapter

760-360-3476

Email: [sharlar92808@gmail.com](mailto:sharlar92808@gmail.com)

Applications must be completed by May15, 2023 at [www.sbmef.org](http://www.sbmef.org). A minimum of three (3) eligible completed applications are required in order for the scholarship to be awarded. Recipient(s) will be notified in *July 2023*.

SBMEF, ABWA's national educational fund, is one of the most highly respected grant and scholarship funds in the country. For over 65 years, ABWA has helped women achieve their business and professional success through educational scholarships. Since its inception, more than 17,000 women nationwide have been awarded more than 17 million dollars in scholarships.

The Stephen Bufton Memorial Educational Fund is a 501 (c) 3 charitable trust and public foundation. It has the same tax status as public schools, churches and community funds. The fund is listed in the U.S. Internal Revenue Service "Cumulative List of Organizations" described in Section 170(c) of the IRS code of 1954 – revised Oct. 31, 1974.

**About the Trendsetter Chapter and the American Business Women's Association**

The Trendsetter Chapter is a chartered Chapter of the American Business Women's Association formed in 1982 whose vision is to become the best we can be by being the leading organization in the Inland Empire for connecting people through networking, education, and through recognition. We strive to understand and satisfy the needs of our members, both women and men, and make it a priority to recognize member achievements, to celebrate our member and chapter successes and provide opportunities. We promise to support one another with professionalism and friendship and have fun in the process.

The Trendsetter Chapter meets on the 3rd Tuesday of the month at Palm Valley Country Club, Palm Desert, CA.

More information about the Trendsetter Chapter can be found at [www.palmdesertabwa.org](http://www.palmdesertabwa.org).

For more Information about ABWA, visit [www.abwa.org](http://www.abwa.org).



# *Membership Madness Contest*

*March 15 – June 30\**

Bring a guest to a dinner meeting and receive one entry ticket. Earn an extra entry ticket for you and your guest by having them join our **Trendsetter Chapter**.



## **Membership Madness Contest!**

First Prize: a \$50 value

Second Prize: a \$35 value

Third Prize: a \$25 value



**\*contest winners to be selected at our July 18<sup>th</sup> meeting**

# ABWA's 2023 Spring Membership Campaign, MARCH 1 – MAY 31



It isn't enough to simply say *Thank You* so... we want to show you our appreciation with this year's fabulous gifts (while supplies last) for sponsoring a new member during the Spring Membership Recruitment Campaign.

*Take a look!*

## ABWA 2023 RECRUITMENT GIFTS

### LEVEL 1

When you recruit **ONE NEW MEMBER**

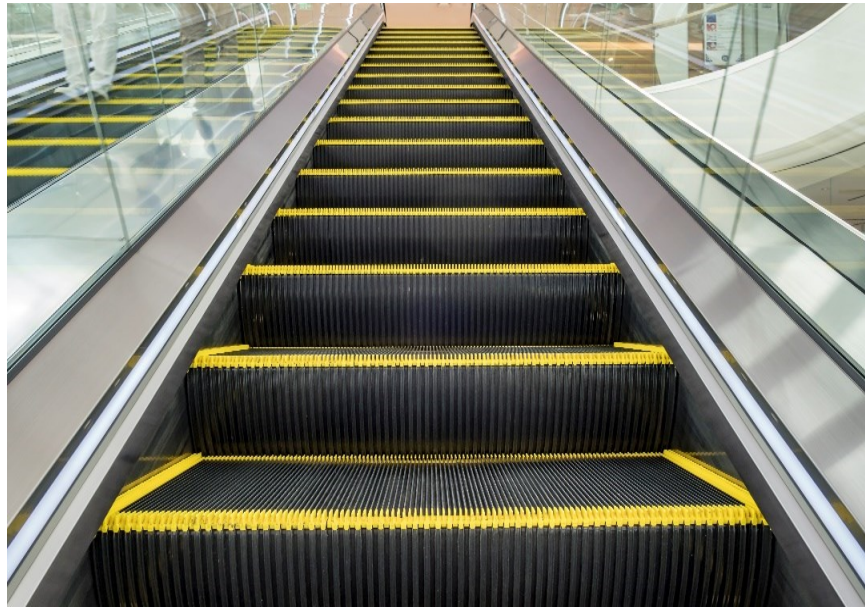
You will receive a beautiful Turtle Dream design Beach Towel!

### LEVEL 2

When you recruit **THREE OR MORE NEW MEMBERS**

You will receive a Straw Bucket Tote with Turtle Dream design and stylish pair of Jade Sunglasses!

## **ABWA LEADERSHIP ESCALATOR**



### ***DISTRICT VI MEMBERS STEP ON***

***APRIL 6, 2023 AT 6:30 P.M. (PST)***

***for a***

### ***LEADERSHIP ROUNDTABLE***

***featuring***

- ***Leadership Within ABWA Focused Discussions***
- ***Shared ABWA Leadership Experiences & Insights***
- ***How to Start “Your ABWA Leadership Story”***

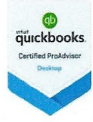
***District VI Members escalate your “ABWA Leadership Skillset”. RSVP to [osbyjoann47@gmail.com](mailto:osbyjoann47@gmail.com) by March 30, 2023 to receive your Zoom Link for this free event.***

***Roundtable Facilitators: District VI Ambassadors***

# We Appreciate Our Chapter's Sponsors

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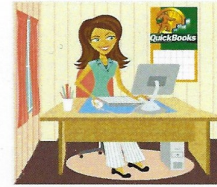


**Tammy Becker**

714.478.9678

email: tammy@qbgirl.com

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newsletters  
copy writing  
content  
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marketing

**ABWA**  
AMERICAN BUSINESS WOMEN'S ASSOCIATION

**Beverly Licata**

Member since 2007

Trendsetter Chapter President 2017-2019

760.963.9410/licatab@outlook.com

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**STEPHEN BUFTON MEMORIAL EDUCATIONAL FUND**



For more than 73 years, the members of ABWA have provided opportunities for women to achieve both their personal and their professional best by sponsoring applicants, with contributions, raising funds, and continuing to support the mission of SBMEF. We salute the members of ABWA and their supporters who have made and continue to make scholarships possible.

Your contributions to SBMEF makes a difference.

**SET OF CORE VALUES FOR ABWA**

Our core values are the foundation on which the American Business Women’s Association (ABWA) was founded on in 1949. They are reflective of the ABWA culture and have been integral to creating an enduring and supportive community for generations of women in the workplace.

1. Selfless Leadership
2. Building Community
3. Value and Seek Diversity
4. Manage for Innovation and Excellence
5. Lifelong Learning
6. Focus on Facts and Own the Results
7. Choose to Make A Difference
8. Celebrate

**ABWA PROUD CODE OF CONDUCT**

The Proud Code of Conduct was developed as a means of guiding all members in making ethical decisions. The broad states of the code of conduct that are listed below are not expected to cover all conduct for all situations. This is why the Proud Code of Conduct was created as a living and fluid code.

- As an ABWA member, I will serve as a goodwill Ambassador for the American Business Women’s Association.
- As an ABWA member, I will adhere to the Association’s Bylaws and comply with the Associations Brand Guidelines.
- As an ABWA member, I will not use my personal power or influence to advance my own interests.
- As an ABWA member, I will not allow my personal beliefs or convictions to alienate other members, prospective members, and sponsors at any level of the ABWA organization (local, regional or national).
- As an ABWA member, I will always treat member colleagues, the ABWA National Team, guests, speakers, vendors and sponsors with dignity and respect.



**TOWARDS TOMORROW**

THE AMERICAN BUSINESS WOMEN’S ASSOCIATION

The minutes of our 2022-23 Board meetings and of our 2022-23 Chapter meetings are posted to <https://palmdesertabwa.org> and to our Resources in Community Connections.

**Melissa McCaughey**  
Chapter President

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(760) 565-ABWA

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[info@palmdesertabwa.org](mailto:info@palmdesertabwa.org)

**mailing address**  
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Palm Desert, CA 92211



**ABWA Trendsetter Chapter**

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