



What's Trending

Trendsetter Chapter
American Business Women's Association

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

MARK YOUR CALENDARS
Board Meeting ~ May 9
Chapter Elections and Meeting ~ May 16

May 2023

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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.

Happy May Trendsetters!

I am not sure how many April showers will bring May flowers to the desert but spring is on its way! We are gearing up for the hot weather and setting up some mixers along the way.



May is our voting month for the 2023-2024 incoming board so please show up and make your vote count!

We have some great events in the next few months and the fundraising team is working out details now. On the horizon is a bingo brunch, Quartermania and some other special events.

Hope you are all staying well and hydrated as the sizzle sets back into the Coachella Valley! Happy early Mother's Day to all of you and your mothers in each of your families!!

In ABWA Spirit,

Melissa

HAPPY MOTHER'S DAY - May 14

Mother's Day is a celebration honoring the mother of the family, as well as motherhood, maternal bonds, and the influence of mothers in society.



In 1908, the U.S. Congress rejected a proposal for Mother's Day to become an official holiday, joking that they would also have to proclaim a "Mother-in-law's Day".

In 1914, Woodrow Wilson signed a proclamation designating Mother's Day, held on the second Sunday in May, as a national holiday to honor mothers.



4-PART PAYMENT PLAN FOR THE NWLC - OCTOBER 5-7
Pre-Conference Event(s) Begin October 4

Your NWLC Registration Fee includes the Annual Meeting, Keynote Presentations, Professional Development Sessions (Track A or B), Morning Coffee and Tea Service plus, the Top Ten Business Women/Women of the Year Celebration. To enroll in the 4-part payment plan, submit the completed form to ABWA National on or before May 22, 2023.

P.O. Box 4757
Overland Park, KS 66204-0757
Fax: 913-660-0101 Phone: 1-800-228-0007

JUNE 15 - \$147.25 JULY 13 - \$147.25 AUGUST 17 - \$147.25 SEPTEMBER 14 - \$147.25



Congratulations
Melissa McCaughey
ABWA 10 Year member (2013)
Sharon Smith
ABWA 64 Year member (1959)

May Highlights in Women's History

May 1, 1950

Gwendolyn Brooks becomes the first African-American woman to receive a Pulitzer Prize for Poetry, named Library of Congress's Consultant in Poetry (later called Poet Laureate) in 1985.

May 5, 1938

Dr. Dorothy H. Andersen presents results of her medical research identifying the disease cystic fibrosis at a meeting of the American Pediatric Association.

May 8, 1914

President Woodrow Wilson signs a Proclamation designating the second Sunday in May as Mother's Day.

May 10, 1872

Victoria Woodhull is nominated as the first woman candidate for U.S. president for the Equal Rights Party.

May 12, 1968

A 12-block Mother's Day march of "welfare mothers" is held in Washington, D.C., led by Coretta Scott King and Ethel Kennedy.

Anna Mae Hays and Elizabeth P. Hoisington officially receive ranks as U.S. Army Generals, becoming the first women to do so.

May 21, 1932

Amelia Earhart Putnam becomes the first woman to complete a solo-transatlantic flight by flying 2,026 miles from Newfoundland to Ireland in just under 15 hours.

May 21, 1973

Lynn Genesko, a swimmer, receives the first athletic scholarship awarded to a woman (University of Miami).

May 29, 1977

Janet Guthrie becomes the first woman to qualify for and complete the Indy 500 car race

May 29, 1943

"Rosie the Riveter" by Norman Rockwell appears on the cover of the Saturday Evening Post

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

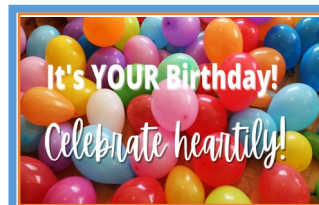
Karen Oliver

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.



Happy Birthday

Tammy Becker - May 1
DJ Conlon - May 3
Allison Fedrick - May 6
Karen Oliver - May 9
Joyce Godier - May 15
Bev Licata - May 31

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

Applications must be completed by May15, 2023 at 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.

For more Information about ABWA, visit 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 18th 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!



**4-PART PAYMENT PLAN FOR THE NWLC - OCTOBER 5-7
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Merchandise items ordered will be charged to your credit card upon receipt of this form.

(Order T-Shirt by 8/3/2023)

District T-Shirt with Theme Logo **\$35.95**

(Sizes S to 4XL) Size _____ District _____

NWLC Souvenir Pin **\$16.95**
(not pictured)

NWLC Souvenir Charm **\$16.95**
(not pictured)

TOTAL AMOUNT OF ADDITIONS _____

CANCELLATION POLICY: If you cancel your registration after the close of business day on August 31, 2023, your entire registration fee will be forfeited however, you may transfer your registration to another ABWA member in good standing. To process your registration, initial and date that you understand ABWA's cancellation policy [HERE](#)

PAYMENT INFORMATION

Account Holder's Name

If Paying by Credit Card, Provide Credit Card Number

Account Holder's Signature

Credit Card Expiration Date

If Paying by Check, Provide Check Number

Credit Card Security Code

CONFERENCE ATTENDEE CONTACT INFORMATION

First and Last Name

How Do You Want Your Name to be Printed on Your Name Tag?

Street Address

First Time NWLC Attendee

Yes No

City, State and Zip Code

Cell Phone Number



Star Wars Day



Star Wars Day is an informal commemorative day observed annually on May 4 to celebrate the *Star Wars* media franchise created by George Lucas. Observance of the day spread quickly through media celebrations since the franchise began in 1977. The date originated from the pun "*May the Fourth* be with you", a variant of the popular *Star Wars* catchphrase "May the Force be with you".



Cinco de Mayo

Cinco de Mayo is an annual celebration recognizing the Mexican army's victory over the French at the Battle of Puebla in 1862. The battle, which took place as the French attempted to carve out a new empire in Mexican territory, helped slow down the invading force's advance on Mexico City.

National Nurses Week



Every year from May 6th to 12th, nurses are recognized for their service and dedication to caring for others and improving the health of patients nationwide through National Nurses Week. Throughout the week, healthcare organizations celebrate their teams, and you'll even see nurses featured on the news. Nurses are essential members of America's healthcare workforce who provide care through every stage of life, and working with patients at their most intimate and vulnerable moments. May 6 is National Nurses Day. May 12 is the birthday of Florence Nightingale, the founder of modern nursing.



Memorial Day

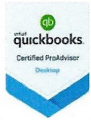
Memorial Day is an American holiday, observed on the last Monday of May, honoring the men and women who died while serving in the U.S. military. Memorial Day 2023 will occur on Monday, May 29.

Originally known as Decoration Day, it originated in the years following the Civil War and became an official federal holiday in 1971. Many Americans observe Memorial Day by visiting cemeteries or memorials, holding family gatherings and participating in parades. Unofficially, it marks the beginning of the summer season.

The National Moment of Remembrance Act was signed by President Bill Clinton on December 20, 2000 designating 3:00 p.m. as a moment of silence to "pause and consider the true meaning of the holiday".

We Appreciate Our Chapter's Sponsors

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- ❖ Companionship
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- ❖ Respite care or Relief for Family
- ❖ Meal preparation
- ❖ Errand services
- ❖ Home safety solutions
- ❖ Grocery shopping
- ❖ Light housekeeping
- ❖ Bathing and Grooming
- ❖ Laundry services

Each Office Independently Owned and Operated

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Palm Springs, CA 92262
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EscapePS.com



Dominique Fruchtman
dom@EscapePS.com



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newsletters
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Beverly Licata

Member since 2007
Trendsetter Chapter President 2017-2019
760.963.9410/licatab@outlook.com

This space
is available

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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 Chapter Resources in Community Connections.

Melissa McCaughey
Chapter President

Chapter phone
(760) 565-ABWA

email
info@palmdesertabwa.org

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



ABWA Trendsetter Chapter

Visit our Chapter website:
palmdesertabwa.org

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facebook.com/ABWAPalmDesert

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twitter.com/ABWAHQ

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