



What's Trending

Trendsetter Chapter
American Business Women's Association

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

June 2023

Page

- 1 .. ABWA Mission Statement
- 2 .. Board/Committee Chairs
- 2 .. Chapter Vision Statement
- 2 .. Dates in Women's History
- 3 .. 2023 Chapter Woman of the Year
- 4 .. Trendsetter Women of the Year
- 5 .. Impact Scholarship Award
- 6 .. Impact Scholarship Award
- 7 .. June 20 Dinner Program
- 8.. Membership Madness
- 9 .. Why Join ABWA?
- 10.. Conference Registration
- 11 .. All Star Mixer
- 12 .. Our Chapter's Sponsors
- 13 .. ABWA Core Values

Happy June Trendsetters!

Spring is on its way and working remotely while you plan your summer plans. There are some great classes on Apex Campus and this is when the events for national candidates get into full swing in the next few weeks. The kids and grandkids are out of school shortly and fun in the sun with barbecues are in the future.



We are in the last few months of the fiscal year and planning events with the new board. We are still working a few locations for upcoming events. We would love your involvement at the planning and budget meetings. Stay out of the heat and stay hydrated.

Wishing you all happy thoughts and an early Father's Day to all! Hopefully you can enjoy events at the new Acrisure Arena.

Warmly in ABWA Spirit,
Melissa



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.



SAVE THE DATE!
October 4 - October 7, 2023
ABWA National Women's Leadership Conference
Chattanooga, Tennessee
(registration form on page 10)

June 13, 2023 Zoom Board Meeting
(link : <https://bit.ly/ABWAPD-ZOOM>)

June 20, 2023
Chapter Dinner Meeting, Monthly Program
Woman of the Year Honors
(details on page 7)

June 27, 2023
Zoom Annual Budget Meeting
(link: <https://bit.ly/ABWAPD-ZOOM>)

July 15, 2023
2023-2024 Annual Planning Meeting
(location to be determined)

Have you ever wondered, why we include highlights of Women’s history in our newsletter?

It’s because we draw strength and inspiration from those who came before us and the remarkable women among us today. They are part of our story, and a truly balanced and inclusive history recognizes how very important women have always been in our society.

With that in mind, we acknowledge the women who have volunteered their time and efforts as our this past year as our Chapter’s 2022-23 Executive Board and the Committee Chairs.

Thank you for setting the example, helping us grow as a Chapter and for being part of our story.

**JUNE HIGHLIGHTS
IN U.S. WOMEN’S HISTORY**

June 1, 1993

Connie Chung is the second woman to co-anchor the evening news, 17 years after Barbara Walters was the first in 1976.

June 9, 1949

Georgia Neese Clark confirmed as the first woman treasurer of the United States.

June 10, 1963

Equal Pay Act enacted: “To prohibit discrimination on account of sex in the payment of wages by employers engaged in commerce or in the production of goods.

June 11, 1913

Women in Illinois celebrate passage of a state woman suffrage bill allowing women to vote in presidential elections.

June 17, 1873

Susan B. Anthony’s trial starts for illegally voting in Rochester, New York, on November 5, 1872.

June 20, 1921

Alice Robertson (R-Oklahoma) becomes the first woman to chair the House of Representatives.

June 21, 1997

The Women’s National Basketball Association (WNBA) played its first game.

June 23, 1972

Title IX of the Education Amendments of 1972 is signed by President Nixon. Title IX guarantees equal access and equal opportunity for female and male students.

June 25, 1903

Marie Curie defends her thesis on radioactive substances at Université de la Sorbonne in Paris, becoming the first woman in France to receive a doctoral degree.

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.



Trendsetter History

On June 10, 1982 in Palm Springs, CA, our Chapter was installed by the Palm Springs Pacesetters. The installation report states that the members of the Trendsetter Chapter (ABWA #6373) would meet the 3rd Tuesday of the month; and 41 years later, we still do.



**Announcing
our 2023 Trendsetter Chapter
Woman of the Year
Tammy Becker**



qwikbooksgirl

Bookkeeping & Consulting Services, LLC



Tammy Becker

714.478.9678

email: tammy@qbgirl.com

www.qwikbooksgirl.com



Got QuickBooks? Need Help?

Installation / Set-ups / Training / Bookkeeping / Financial Organization

Who is Tammy Becker?

Tammy is a relatively new resident to the Desert Valley however, this isn't her first time, living here.

Tammy graduated from Indio High School, met her husband-to-be while living in Palm Desert, got married in 1987, had two daughters and then relocated to Huntington Beach in 1993 so her husband, Michael could go to Law School. After living in Huntington Beach for nearly 30 years, Tammy and her husband decided to retire back in the desert area so they could assist with their parents needs as they increased. So, in April of 2021, that's what they did. They found a great home in Sun City Shadow Hills in North Indio and Tammy began her search for people to connect with again.

Tammy is also the Chief Bean Counter and Empowerment Queen at Qwikbooksgirl Bookkeeping & Consulting Services, LLC. Tammy has been an Accountant and QuickBooks Educator for over 30 years and enjoys empowering others with knowledge. She enjoys working with business owners who want to be involved in their financial foundations and who like to take a hands-on approach to understanding their businesses. A great client for Tammy is someone who needs help with their bookkeeping and/or wants to learn how to do it themselves.

Tammy has served on several Boards in various positions and enjoys giving back to her community and being active within the art world. She has a creative spirit and is currently working on several art projects in her workshop. Tammy's passions include working with her art and spending time with friends and family when possible. She has two daughters, 32 & 34 and a 9-year-old grandson who is the joy of her heart.

Three words often used to describe Tammy are Detailed, Passionate, Loyal. Her favorite Colors are Fuchsia Pink & Black, and she loves music of all types.

TRENDSETTER CHAPTER WOMEN OF THE YEAR

It has been a long standing tradition in ABWA to recognize a member that has made a notable contribution to the success of their Chapter during the current and/or past Award Year.

It is also a tradition of our Trendsetter Chapter to recognize the prior Women of the Year as we honor the current one.

During our Chapter Meeting on June 20, 2023 we will continue that tradition when we acknowledge the previous Women of the Year listed here and honor the current Woman of the Year.



- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>2022 Natalie Angrisani</p> <p>2021 Natalie Angrisani</p> <p>2020 Rosemary Woodward</p> <p>2019 Edwina Dirk</p> <p>2018 Tami Draper</p> <p>2017 Allison Fedrick</p> <p>2015 Melissa McCaughey</p> <p>2014 Laurie Renner</p> <p>2013 Dominique Fruchtman</p> <p>2012 Carolyn Barry</p> <p>2011 Alex Christensen-Finlay</p> <p>2010 Marge Magnuson</p> <p>2009 Bev Licata</p> <p>2008 Cookie Harvey</p> <p>2007 Carol Carpenter</p> <p>2006 Jan "Sunny" Simon</p> <p>2005 Rosemary Woodward</p> <p>2004 Joan Hinterseer</p> | <p>2003 Cathy Scarms</p> <p>2002 Kimberly Lynch</p> <p>2001 Brenda Dryden</p> <p>2000 Barbara Frazier</p> <p>1999 Margie Hanson</p> <p>1998 Lucy Torres</p> <p>1997 Diana Klumpp</p> <p>1996 Barbara Larsh</p> <p>1995 Joyce Godier</p> <p>1994 Elaine Lloyd</p> <p>1993 Carolyn Barry</p> <p>1992 Victoria Otos</p> <p>1991 Pamela Amy</p> <p>1990 Margaret Doherty</p> <p>1989 Susan Miller</p> <p>1988 Merrien Harmon</p> <p>1987 1986 Judy Isaacson</p> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Bird of Paradise Chapter
Los Angeles 1964-1965
Sharon Smith

Orange Charter Chapter
Orange 2005-2006
Sharon Smith

Diamond of South Bay
Long Beach 2021-2022
Karen Oliver



The Trustees of the Stephen Bufton Memorial Educational Fund extend their congratulations to Karen Gonzalez, one of the recipients of the 2023-2024 Impact Scholarships and sponsored by our Trendsetter Chapter

KAREN P. GONZALEZ

Karen P. Gonzalez is a Freshman at Imperial Valley College. She has taken coursework during the Summer and the Winter sessions, with 15 units during the Fall and Spring semesters, is majoring in Agriculture (Ag Business for Transfer, Business) and would like to go into a STEAM-related career pathway.

Karen is part of the ValleyCats Initiative with The University of Arizona and is very interested in agriculture-related educational opportunities, hoping to gain knowledge, to continue expanding her understanding via the Agri-STEM experiential learning experiences, with its prospects and possibilities. Her goal is transfer to The University of Arizona within Agriculture Technology and Management (Ag Systems) & Agribusiness. Receiving this Impact Scholarship Award will help prepare for what lies ahead, plus hard work and dedication, in pursuing meaningful professional opportunities.

Karen has participated in the Southwest Ag Summit (SWAG) Student Program and the STEAM Summer Academy by The University of Arizona, during which she saw the importance of preparing for college and career readiness. She is participating during the 2022-2023 School Year in the STEAM Mentorship Program by The University of Arizona geared toward a seamless transition from the community college to the university, on transferring through Imperial Valley College.

She was previously selected to the prestigious Ag Discovery Summer Program by The University of Arizona, introduced to career pathways in STEM fields of study, agricultural sciences, food production, and agribusiness. She also partook in the Safer FoodCats Summer Program by The University of Arizona and the Arizona 4-H STEM/Agricultural Education with career paths in food safety, food products and testing lab, with behind-the-scenes visits, tours, and field trips.

Karen is a first-generation Mexican/American. When her grandparents first came to the United States from Guanajuato, Mexico they struggled financially with adversities and difficulties, being a large family and not knowing the language. The only job they could get was labor-intensive agricultural field work, surrounded by the bountiful agricultural landscape.

Although she did not understand all of the things her grandparents had to go through then, Karen has come to appreciate all their hard work and their dedication, as they were able to provide for their ever-growing family through hardships and sacrifice for the sake of their future generations, which has given her a spark of determination to also make them proud of what they were able to overcome for their grandchildren, to have a chance at a better life. Karen's biggest challenge has been her mom's battle with cancer, finding a balance to succeed with tenacity to make her mom proud of her.

Karen is appreciative and thankful for the help and support she receives for her higher education aspirations, starting her journey in the community college and going further into the university system, and being the recipient of one of the SBMEF Impact Scholarships helps her to get there.

Karen is a graduate of Southwest High School with Magna Cum Laude and ranked among the Top 40 students. She was part of the El Centro FFA Chapter and was awarded the Greenhand FFA Degree & Chapter FFA Degree by California FFA and Agricultural Education, among other Ag-related certifications. Karen completed CTE Courses in Agriscience, Agricultural Business, and Food Service & Hospitality: Ag Biology (Plant & Soil Science), Ag Leadership & School-Based Enterprise SAE, Ag Chemistry (Honors Advanced Interdisciplinary Science for Sustainable Agriculture), Culinary Arts 1 & 2, Ag Economics/Ag Government, and Finance & BankiShe graduated with Superior Honors and ranked among the Top 10 students from Corfman School Jr. High and was awarded the President's Education Award for Outstanding Academic Excellence.

While in 7th Grade, Karen won the 1st Place Medal Biochemistry in the 7th Grade Division STEM Fair and the 1st Place Medal Biochemistry at the Imperial County Office of Education's STEM Fair in the 8th Grade Division.

Congratulations Karen



The Trustees of the Stephen Bufton Memorial Educational Fund extend their congratulations to Victoria Miller, one of the recipients of the 2023-2024 Impact Scholarships and sponsored by our Trendsetter Chapter

Victoria Miller

I am appreciative of the opportunity to explain my circumstances and motivations in my life. This scholarship would be a step in the direction of funding my dream life. It would go to the advancement of my education in the medical field. I am currently aiming for a Licensed Vocational Nurse (LVN), but my true end goal is a Nurse Practitioner (NP) license.

As I attend California Nurses Educational Institute, I can already see my life turning for the better. The opportunities this career path is going to open for me is beyond what I could imagine. I set my eye on the medical field when my grandfather was battling heart failure and cancer. The nursing staff both in the hospital and when he was on hospice were the most delightful part. Despite dealing with such a great loss, the comfort and compassion these nurses showed us was a sliver of hope when we felt we had none. They truly left an impact on my experience with losing my grandfather. If one day I can be that light in someone's journey, whether that be for a small procedure that someone needs reassurance for or for a family grieving, I will have accomplished my goal.

I come from a family that worked for what they got. My parents started their family young at the age of 16, and continued to have children until they had four of us. This is a circumstance they technically set themselves up for which usually leads to failure, but they refused to succumb to the teen parent stereotype. While living in a tent, my dad took on multiple jobs as my mom continued her education and received her LVN. This step allowed our family to move into our first apartment when I was three years old. I only have some faint memories of these times but refuse to make that a reality for my son and me. I had my son when I was just 17 years old. Thankfully, I do have a great support system willing to help me overcome that same fate of teen age mothers. I do remember all the stories of what my parents went through as teen parents, and I strive to push through and give my son the absolute best life he can have. He truly deserves nothing but that.

Immediately after high school, I started college to make my dream reality. I completed all the necessary pre-requisites for the community college program, but ultimately chose to move forward with the California Nurses Educational Institute. This is the first step to a lifetime of furthering my education to help those in need as well as their family members.

I am honored to receive your scholarship as it will not only assist me as I advance my career but will enable me to be able to continue with my education, becoming that sliver of hope in someone else's journey.

Currently I maintain a 3.7 GPA at California Nurses Educational Institute and in high school, I maintained a 4.2 GPA. Also while in high school I was in a multitude of Advanced Placement classes that awarded college credit when finished with a B or better, which I received. I have worked as a Research Operation Specialist on the Stanford University ECHO project for diabetes. While in this job, I was the point of contact between patients and the scientists. I have volunteered with the Desert Aids Project and Get Tested Coachella Valley since 2014. I help run the major events such as the AIDS walk and the PRIDE Parade weekend.

Congratulations Victoria

Thank you to all of our members, friends and associates who support our chapter throughout the year. You help us meet our goals and make these scholarship awards possible.



Unlock the Power of ChatGPT & Revolutionize Your Small Business

Join us for an enlightening presentation and live demo of ChatGPT – your ultimate AI-powered assistant. As a small business owner, imagine having the most intelligent and tireless intern at your beck and call 24/7, typing an astounding 200 words per minute!

Embrace the Future of AI for Success

It's time to leave behind fear-based SciFi narratives and embrace the incredible potential of Artificial Intelligence. With ChatGPT, the AI does the heavy lifting, while you, the human, remain the mastermind. Witness firsthand the remarkable capabilities of ChatGPT and prepare to be amazed by this life-changing innovation.

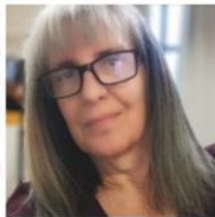
Join us for an evening of networking, dinner, and discovery on June 20th, 2023, at 6 PM. Witness the transformative power of AI and unlock new possibilities for your small business.

All questions will be answered if you're willing to stay after the program.

Don't miss this unforgettable event!

ABOUT OUR SPEAKER Domininique Fruchtman

Immersed in the realm of sci-fi for over half a century, Dominique Fruchtman is an enthusiastic advocate for benevolent AI, debunking dystopian stereotypes depicted in movies like "Terminator" where AI is represented with Schwarzenegger-like menace.



Bringing a wealth of 29 years in IT to the table, she will enlighten the June 20th ABWA meeting armed with her belief that this era, brimming with tech marvels, is the best time to be alive.

Join Dom in this engaging journey, and come ready to embrace the thrilling possibilities of AI – and why it's not just a fascinating present, but an even more optimistic future.

Don't miss this presentation! Invite your associates. RSVP today.

Tuesday, June 20, 2023



Palm Valley Country Club
(the Clubhouse)
39205 Palm Valley Drive, Palm Desert

\$35.00 pp
RSVP to info@palmdesertabwa.org
or pre-pay on our website
PalmDesertABWA.org

Networking begins at 5:30 pm

Dinner program is at 6:00 pm

During the evening we will honor our 2023 Chapter Woman of the Year and we will be acknowledging the previous Women of the Year who are in also attendance.

ABWA MISSION STATEMENT

The Mission of the American Business Women's Association is to bring together business women of diverse backgrounds and to promote opportunities for them to help themselves and others to grow personally and professionally through leadership, education, networking support, and national recognition.



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**.

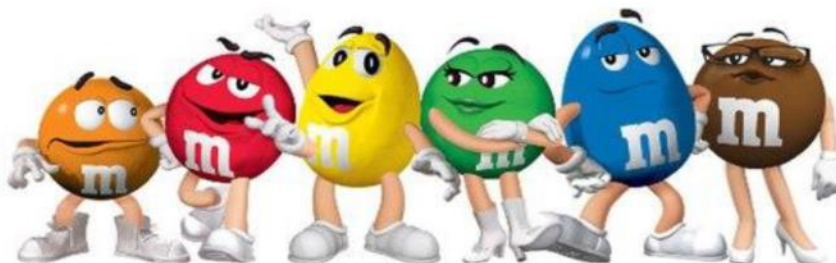


Membership Madness Contest!

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**



What's In It For Me

Membership in ABWA affords you the opportunities to enhance your leadership skills, business acumen and network with like-minded business women that will propel you forward professionally and personally in achieving your best self.

Professional Development

- Access to ABWA's Apex Campus 24/7
- Lifelong learning
- League Speakers
- Educational Scholarships - SBMEF

Leadership Opportunities

- Opportunities to enhance leadership and business skills acumen
- Lead committees and special projects

Networking

- Attend local and national business and networking meetings
- Build relationships
- Participate in league, regional & national events

Local and National Recognition

- League awards, e.g., Woman of the Year, Protégée, and Top Ten Nominees
- National recognition, e.g., American Business Woman, Top Ten Business Woman, and Best Practices Award

Regional and National Conferences

- Attend regional and national conferences for personal and professional development at member's discount
- Meet like-minded career-oriented members

Community Connections

- Connect with members online on the Community Connections platform and in social media groups
- Access to national resources

Career Connections

- Search career portal for employment opportunities
- Seek careers with our partners

Publication Subscriptions

- Access to Achieve Newsletter
- Subscription to ABWA Blog

Exclusive Social Media

- Access to ABWA's members-only Facebook and LinkedIn Groups Collaborate with other ABWA members

Partner Discounts

- National University and Franklin
- Madison Dell Technologies
- Allstate
- The Business Source



Created by 2022-2023 Ambassador Steering Committee
www.abwa.org



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



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





ALL STAR MIXER NIGHT **BUSINESS, BREWS + BASEBALL**

Wednesday, July 12, 2023

6:00 PM Gates Open / 7:00 PM Game Begins

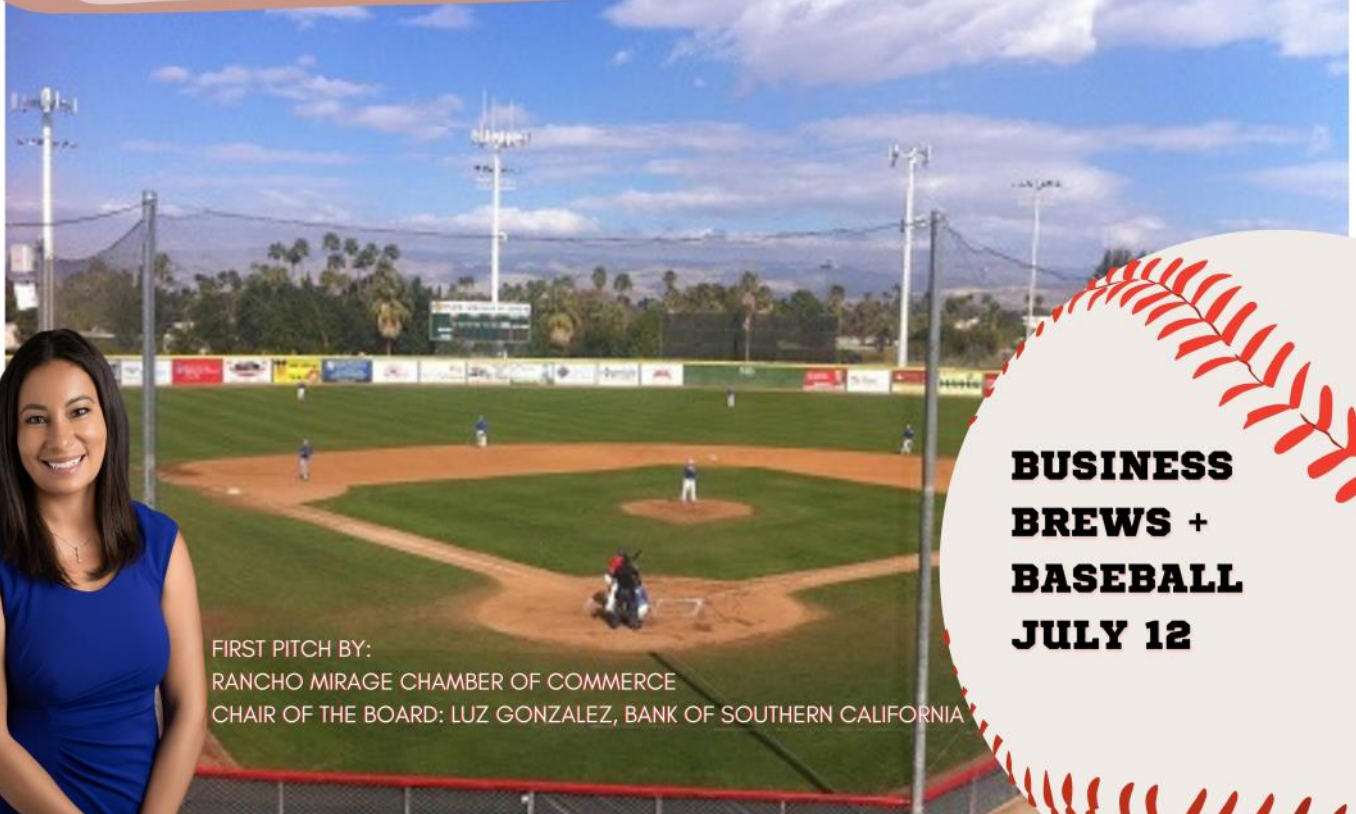
1901 East Baristo Road, Palm Springs

Must RSVP to Info@RanchoMirage.org Space is Limited

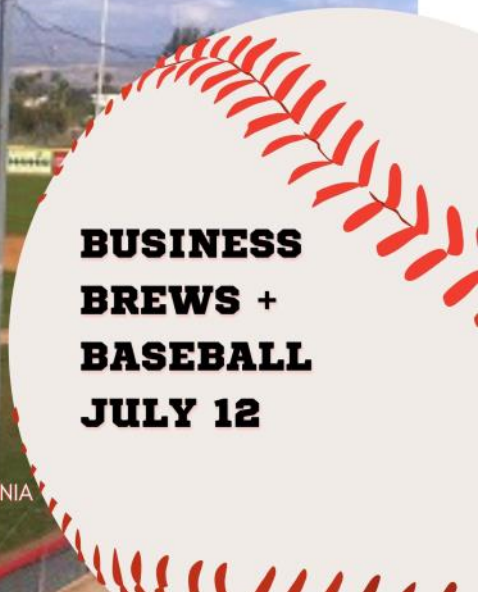
Family & friends welcome! Brought to you by:



The stadium has the largest misting system in the West!




FIRST PITCH BY:
RANCHO MIRAGE CHAMBER OF COMMERCE
CHAIR OF THE BOARD: LUZ GONZALEZ, BANK OF SOUTHERN CALIFORNIA




We Appreciate Our Chapter's Sponsors

qwikbooksgirl
Bookkeeping & Consulting Services, LLC



Tammy Becker
714.478.9678
email: tammy@qbgirl.com
www.qwikbooksgirl.com






Got QuickBooks? Need Help?
Installation / Set-ups / Training / Bookkeeping / Financial Organization





Comfort Keepers,
Comforting Solutions For In-Home Care

Melissa McCaughey
Client Care Coordinator
760 340-2166
Cell 760 567-9210
45445 Portola Avenue, Suite 6
Palm Desert, CA 92260
melissamccaughey@comfortkeepers.com



- ❖ Companionship
- ❖ Toileting and positioning
- ❖ Live-in care
- ❖ Incidental transportation
- ❖ 24-hour care
- ❖ Medication reminders
- ❖ 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

2500 N Palm Canyon Dr, B3
Palm Springs, CA 92262
(760)779-8888
EscapePS.com



Dominique Fruchtman
dom@EscapePS.com



PUDGE ERSKINE
Mortgage Banker and Certified Reverse Mortgage Professional
Direct 818.601.1926
NMLS Lic#1289933 / #1626788
Pudge@oceanlending.com
Ocean Lending Home Loans, Inc.
27271 Las Ramblas #350, Mission Viejo, CA 92691




NATALIE ANGRISANI
FREELANCE WRITER

-  nzangrisani@gmail.com
-  818-390-0424
-  La Quinta, California
-  https://natalieangrisani.com



newsletters
copy writing
content
articles
marketing



Beverly Licata

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

This space
is available

This space
is available

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.

AMERICAN BUSINESS WOMEN'S ASSOCIATION
CHANGING WOMEN'S LIVES. . . ONE WOMAN AT A TIME.™

ONE MEMBERSHIP, A LIFETIME OF POSSIBILITIES

LEVERAGE YOUR ABWA EXPERIENCE TO ADVANCE YOUR CAREER

JOIN US!

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

Like us on Facebook at:
facebook.com/ABWAPalmDesert

Follow ABWA on Twitter:
twitter.com/ABWAHQ

Connect with ABWA on LinkedIn:
www.linkedin.com/company/american-business-womens-association/